

JANUARY 1, 1953

part 2 *Sales Management*

Sales Meetings

Conventions • Expositions • Trade Shows



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Blow-Ups
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Manuals
Quiz Material
Kit Boxes
Projection Service
Instructions on
Presentation
Train-the-Trainer
Schools
Field Performance
Checks
Projection Equipment

HELPS ... for Meeting Programs of any size

Planning a meeting to introduce new products ... new activities ... new ideas to your people? Get One-Stop Service to help. You can get this service from The Organization which specializes in presentations that are designed to make lasting, favorable impressions for you.

Just tell us what you wish to accomplish and we'll help you with all or any part of your

meeting plans. This One-Stop Service is deliberately flexible. It is of great value in launching activities on any scale. It can be fitted to budgets of any size. You do business with a single source, so there's undivided responsibility and only one accounting.

Please call or write the Jam Handy office nearest you.

The **JAM HANDY**

One-Stop Service

Organization

Offices →

NEW YORK 19
1775 Broadway

WASHINGTON 8
1730 H Street, N.W.

DAYTON 2
310 Talbott Bldg.

DETROIT 11
2821 E. Grand Blvd.

PITTSBURGH 22
939-932 Penn Ave.

CHICAGO 1
238 North Michigan Ave.

LOS ANGELES 28
7846 Hollywood Blvd.

Services for All Events



RENTAL BOOTH EQUIPMENT

American's booth equipment is completely adjustable in height, width and length, with drapes in a large variety of attractive colors—designed to answer effectively and economically the basic needs of the greatest number of customers. Standard backgrounds are 8' in height with siderails 33" in height. Any special height is available to fit particular areas.

RENTAL CHROME FURNITURE

American's chrome furniture is the best obtainable. Sturdy metal construction with padded or spring cushions, upholstered in washable leatherette, it adds color and comfort to any show presentation. This necessary equipment is illustrated above for identification. From left to right are shown—arm chair, lounge chair, costumer, 3-passenger settee, smoking stand, 2-passenger settee, padded side chair. The 30" chrome table in foreground is typical of the eight sizes we carry.

OTHER RENTAL EQUIPMENT

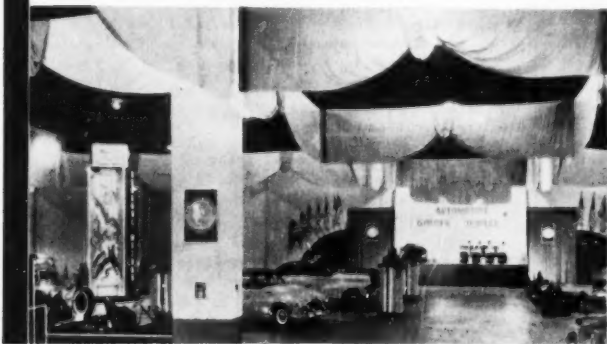
Supplementing the furnishings shown above, we also have available to rent:

2000 PADDED CHROME FOLDING CHAIRS
CARPETING
STANCHIONS
PLUSH ROPE
ALUMINUM RAILING
METAL STOOLS

COUNTERS
WOOD TABLES
RISERS
EASELS
DESKS
WASTEBASKETS

SPECIAL DECORATIONS

We have the experience and the equipment it takes for planning, designing, developing and executing decorations to meet your requirements. Decorations beautify and enrich appearance. No job is too small—No job is too large.



American
DECORATING COMPANY

1849 W. 24th, CLEVELAND, OHIO



QUESTION?

Did your convention delegates like the Hotel Sherman?

Ask the salesmen—question the delegates—cross-examine the customers—everyone tells the same story: *You can't find a better place for a convention in Chicago than the Hotel Sherman!*

Why?

Because of tailored-to-fit meeting and exhibit facilities—plenty of them—for small, medium and large groups.

Because of the Sherman's fabulous food, restaurants, unusual bars—imitated the world over. Even the most enthusiastic delegate will find relaxing quiet and comfort in any one of the Sherman's 1450 beautifully decorated and furnished rooms

Your Convention will be a happy success at

hotel sherman
RANDOLPH, CLARK AND LA SALLE STREETS
chicago

Frank W. Bering, Chairman of the Board

James A. Hart, President

Pat Hey, Vice President and Gen. Mgr.

West Coast Office: George R. Smith
210 Post St., San Francisco 8, Calif.

Write or Wire Today
for Information
about Our
Convention Facilities

Sales Meetings

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By Roscoe C. Edlund 28

Man-Made Confusion On Man-Made Fibers

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How to Discover What Your Salesmen Want Discussed at Your Meeting

Unless a salesman recognizes the importance of the meeting subject to him, he won't carry out meeting objectives. Learn his needs and expectations. You must involve him directly to get him to react.

By Richard Beckhard, Contributing Editor 42

10 Ways to Get Publicity At a Trade Show

Don't neglect publicity when exhibiting. It costs little or nothing. At a show you have your best opportunity for meeting the press and calling attention to your company.

By Ed Grief, Banner & Grief, Public Relations

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What Made Schenley Use a Film Instead of Its Elaborate Meeting?

For years Schenley Distributors, Inc., has produced top-flight traveling conventions for its distributors and salesmen. This year a 60-minute color motion picture was substituted.

By H. Lawrence Laupheimer, National Merchandising Manager, Schenley Distributors, Inc.

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Let Your Media Handle Ad Sessions at Meetings

They sold you on advertising with them so why not let them tell how your advertising is working to help your salesmen?

By George Vallender, Field Merchandising Manager, *Newsweek Magazine*

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James Lees and Sons Co. staged the first theater television sales meeting. What is the prospect for this medium now that it has been put to the test?

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By Plasco G. Moore

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As a speaker he wants to know about your audience; wants to be made comfortable and wants introductions to be brief.

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Distinctive Hospitality

Gracious living is reflected in the comfort and beauty of the exquisite furnishings, modern facilities and distinctive hospitality of the Skirvin and Skirvin Tower Hotels in Oklahoma City. Every convenience and expertly trained personnel make conventions a happy occasion. Television, radio, fingertip music and individually controlled year-'round air conditioning throughout.

Write for full color brochure.

DAN W. JAMES, President and General Manager
OKLAHOMA CITY, OKLAHOMA

G-E sales meeting on rails

covers
the
country
fast,
economically

Stage in
range car,
General
Electric
Meeting Train



General Electric Company used two four-car trains to present their 1953 major appliances to distributors and key sales executives, covering 16 cities in 19 days.

Baggage and horse cars were converted into attractive meeting rooms complete with revolving stage, lighting and sound by General Exhibits & Displays.

General Exhibits can help you with your next sales meeting, whether on rails, in theatres or hotels.

Portable stage used by
Serval, Inc. to introduce new
Wonder Bar to the trade.
Stage erected in 2 hours.
Seven scenery changes.



exhibit sells magnesium

The Dow Chemical Company sold the basic qualities of Magnesium in this exhibit at the recent Metal Show through dramatic, convincing demonstration of its many and varied uses in industry.



GENERAL EXHIBITS AND DISPLAYS, INC.
2100 N. RACINE AVE., CHICAGO 14, ILL.

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

PART
TWO

Sales Management

EXECUTIVE OFFICES

1200 Land Title Building
Philadelphia 10, Pa.
Rittenhouse 6-5420

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BUSINESS MANAGER
Paul Lightman

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CONSULTING EDITOR

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RESEARCH LIBRARIAN

Norvalle Stott
READERS' SERVICE BUREAU
Helen Cope

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Rittenhouse 6-5420
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Randy Brown, Jr.

CHICAGO 1, ILL.
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STate 2-1266
Thomas S. Turner

SANTA BARBARA, CALIF.
15 East de la Guerra
Santa Barbara 6405
Warwick S. Carpenter

SALES MEETINGS is issued quarterly on January 1, April 1, July 1 and October 1 as Part Two of SALES MANAGEMENT. All mail for SALES MEETINGS should be directed to Philadelphia office.

First Quarter
January 1, 1953

SM/JANUARY 1, 1953

**THESE ARE SOME OF
THE THINGS A
WELL-RUN EXPOSITION
IN YOUR FIELD
DOES FOR YOU:**

Brings your prospects
to you

Enables you to actually
demonstrate your products

Renews customer contact

Introduces new products
quickly

Establishes contact
with people your
salesmen can't reach

Produces inquiries
and leads

Opens new markets for you

Builds sales organization
confidence

Establishes your firm

Enables you to broaden
your sales organization

NOTHING TO SELL ?

One of the most trying times any company can go through is when it is "sold out".

With nothing to sell, contacts with customers and prospects inevitably lag, morale of the sales organization weakens, worries mount as to what you will do "when the rush is over".

There is a simple answer to all this—the exposition which covers your and your customers' trade or industry—the one time and place where your customers and prospects will come to see YOU.

By exhibiting, you renew and maintain your customer contacts, you can discuss 'future business', you maintain and rebuild morale in your sales organization, you keep your company and your products 'sold'.

The one time you should not fail to exhibit is when you have "nothing to sell".

NATIONAL ASSOCIATION OF EXHIBIT MANAGERS
7301 Euclid Avenue • Cleveland 3, Ohio




FLY UNITED to the NEXT CONVENTION

***Spend your time there
... not in getting there***

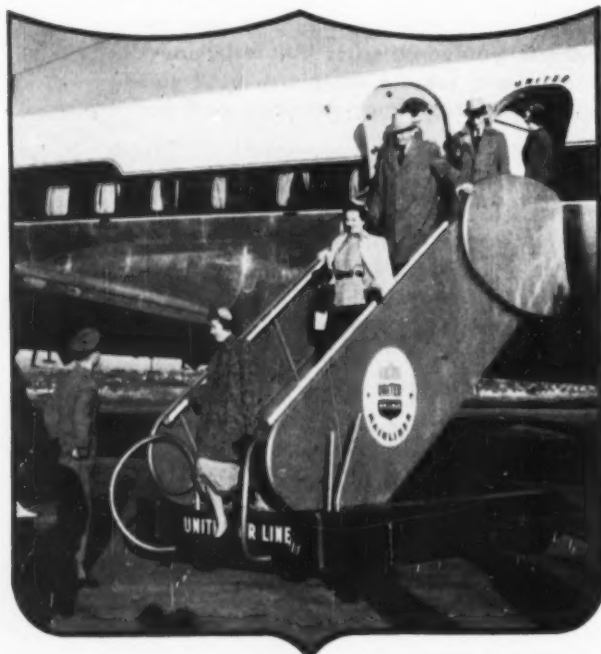
TRAVEL TIPS TO MR. SECRETARY

In pre-convention literature, as well as in your "trade paper" or organization publication, mention the scheduled airline service from 410 cities. Suggest that members secure air transportation schedules, costs and optional routings. United's local Sales Manager will gladly offer helpful advice, complete information and even help promote attendance by providing suitable direct mail pieces on your meeting. Contact your nearest United office, or write direct to United Air Lines, 5959 South Cicero Avenue, Chicago 38, Illinois.



No longer need a potential convention-aire say, "I can't spare the time." All major convention cities are only a few hours away when you fly United. You can fly coast to coast in only 10 hours!

And fares are low on United, frequently less than 1st class rail plus lower berth. Delicious meals, prepared by United's continental chefs, are included in the fine service you receive on a United Mainliner. And remember, you can take your wife along for half-fare under the popular "Family Plan."



United AIR LINES



ONE OF THE SCHEDULED AIRLINES OF THE U. S.

Editor's Notes

Great Social Force

One facet of conventions that few appreciate is the huge impact on social barriers. Under the title "Conventions, God Bless 'Em!" *Ebony*, Sept., 1952, ran an editorial hailing national meetings as the greatest social force in existence toward reducing racial discrimination in America.

"To Negroes . . . conventions are a godsend," says *Ebony's* editors. "Besides providing facts, fun and inspiration to the paid-up members, they have, in the course of securing accommodations for delegates, done more to break down racial barriers than groups set up specifically for that purpose."

With Negro membership in unions, professional and fraternal groups on the rise, greater pressure is put upon convention cities by associations to relax or eliminate discriminatory practices.

Rolled Out the Red Carpet

National Metal Exposition, Philadelphia, literally rolled out the red carpet for its 78,000 visitors. A red mohair carpet backed by foam rubber covered two miles of aisles at the show in Convention Hall.

William H. Eisenman, secretary, American Society for Metals, conceived the idea for the rubber-backed carpeting for the show's aisles and had it processed to his specifications. The carpeting (now patented) is a cotton-base mohair plush backed by 1/4-inch cushion of latex foam.

First test for the carpet was at the Metal Show where one strip was clocked as being traveled on by 165,000 people coming and going. By accident, heavy-duty trucks rolled across the carpet without ill effect. After the show, the carpet was brushed off, rolled up and is now ready to go down in Cleveland for the next show.

Those of us who traversed the two miles to see all the exhibits will attest to Bill Eisenman's wisdom in planning the show from the ground up.

Who Does All the Talking?

Women may be reputed as the most talkative creatures, particularly via telephone, but they're not. The staff side runs a poor second when matched with the telephoning done by the average convention delegate.

According to Robert F. Quain, general manager, Conrad Hilton, Chicago, during a normal convention at the hotel between 25,000 and 30,000 calls are placed by delegates. The political conventions topped everything. During one hour 23 operators handled 5,000 calls placed by delegates. Total calls for one day reached 40,000. That's a lot of gab from one hotel at one convention (and few women were involved).



7 Reasons *Why* CONVENTIONS are a success at THE DRAKE

Convenient location—on the shores of beautiful Lake Michigan.

Banquet facilities for 750, plus 25 meeting rooms that accommodate 25 to 800 persons.

Experienced personnel—to complete arrangements to make your convention a success.

3 famous dining rooms...the moderately priced Oak Room, the atmospheric Cape Cod Room and the distinctive Camellia House.

600 sleeping rooms.

Owner Management that provides personalized service.

Quiet dignity.

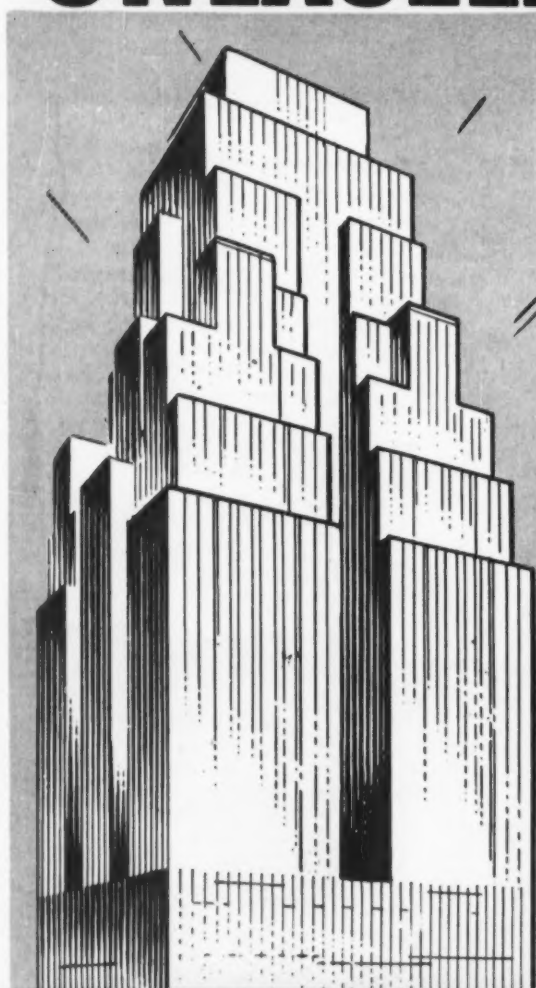
On file are many voluntary complimentary letters that may be seen on request.

The **DRAKE**
Chicago

E. L. Brashears, President
Dick Flynn, Vice-President—Sales
TELETYPE No. CG 1586
Telephone SUPERior 7-2200



THIS HOTEL OFFERS UNEXCELLED VALUE!



CONVENTION GROUPS, large and small, now recognize that the New Yorker offers more real hotel value than ever. By any yardstick you choose—location, service, cost, convention “know-how”—this is now New York’s outstanding popular-priced convention hotel. A wide range of air-conditioned meeting and banquet rooms, ample exhibit space and specially trained personnel make *every* group meeting a success. When you consider New York, consider the New Yorker because it offers you unexcelled value!

For detailed convention information, write to D. W. Carlton, Director of Sales and Advertising.

NEW YORKER

Frank L. Andrews, Pres. Gene Voit, General Manager

WRITE US TODAY FOR THE HOTEL NEW YORKER CONVENTION PLAN
34TH STREET AT EIGHTH AVENUE, NEW YORK 1, N. Y. DIRECT TUNNEL CONNECTION TO PENNSYLVANIA STATION

Visitors Have a Say

Something of a record for direct mail response must be accorded John W. H. Evans, managing director, National Store Modernization, Building & Maintenance Show. After a three-year lapse between shows, he sent out letters to a 10% sampling of the 8,000 retailer executives who attended one or more of the three previous shows. He received a response of 67% to his letter asking whether the show and clinics should be resumed. Of those responding, 85% indicated they will attend the show.

While many associations poll their members on when, where and if a show should be held, Mr. Evans' survey is one of the rare instances where non-association show visitors have been asked these questions.

Boycott with Dimes

A new kind of boycott has developed. It's a product of the Hotel Service Employees Union, Local Number 765.

Writing to convention delegates of the teamsters' union, the hotel union said: "For more than three years, the Hotel Service Employees Union, Local 765, chartered by the Hotel and Restaurant Employees International Union, has been endeavoring to organize the Biltmore Hotel (Los Angeles). The bellboys employed at the Biltmore Hotel have been instrumental in defeating that purpose.

"We realize that hotel accommodations will make it necessary for many of your delegates to stop at the Biltmore Hotel. However, we would respectfully request that the delegates exact all the service they may require from bellmen in that institution, but that in turn, the delegates do not give any bellman a tip exceeding 10 cents."

If the letter makes a point, it is that inflation has laid a heavy hand on our pocketbooks. Not too long ago a dime was a respectable tip. Now it's a boycott.

Builders Switch Places

There was a complete switch at the Trade Show Conference sponsored by Exhibitors Advisory Council, New York City. For the first time the conference included exhibits, and for the first time display builders became genuine trade show exhibitors. Success of the 19 exhibits has prompted discussions leading to the expansion of the exhibit area next year.

ROBERT LETWIN
Editor



Northernnaire
Are You One of the Lucky 100?
You Are If

- YOU WANT A CONVENTION**, executive or sales conference spot every member will talk about enthusiastically many times, long after the event is over.
- YOU DESIRE FACILITIES** such as an indoor pool, steam health baths, massage departments.
- YOU NEED PRIVATE MEETING** places with movie facilities and air conditioning.
- YOU SEEK TRAINED PEOPLE** to plan your private cocktail parties and make your banquet the unforgettable special event everyone will cheer.
- YOU LIKE TOP ENTERTAINMENT** from the metropolitan night clubs without extra charge and available for special events.
- YOU APPRECIATE A COMPLETE** recreational program, including golf on Northernnaire's own course, speed boat rides through the longest inland chain of lakes in the world, along with other features according to season, and the opportunity for outstanding pictures of deer and other harmless wildlife on Northernnaire's 3,000 acre estate.
- YOU REQUIRE THE FINEST** and most luxurious appointments at a price your members can afford to pay.
- YOUR CONVENTION, SALES** group or executive conference is no larger than the lucky 100 to 125 people who can enjoy Northernnaire's facilities.

Add to these the PLUS features of Northernnaire that mean success for you and your meeting

Write **THE FABULOUS**
Northernnaire
CONVENTION BUREAU
THREE LAKES, WISCONSIN

For your convenience we will give you phone numbers of NORTHERNNAIRE offices in New York, Washington, Chicago, Minneapolis, St. Paul or Milwaukee.

A NEW IDEA IN EXHIBITS

Prefabricated,
low cost stock
displays of permanent
wood construction
for all standard
booth sizes

Request
free catalog

FUNCTIONAL
Display INC.

1370 BLONDELL AVENUE, NEW YORK 61, N. Y.
TYrone 2-7272

TWA's route map shows you why:

**YOU CAN'T BEAT
TWA FOR
CONVENTIONS!**



These important conventions and sales meetings are taking advantage of TWA's world-wide service:

American Institute of Mining & Metallurgical Engineers

Los Angeles—February 5-9, 1953

National Association of Music Teachers
Cincinnati—February 19-22, 1953

Lions International
San Francisco—January 15-17, 1953

International Trade Fair
Frankfurt, Germany—February 22-26, 1953

The Allied Linen and Domestic Association
New York—February 8-13, 1953

American Academy of General Practice
St. Louis—March 23-26, 1953

Ship convention exhibits, samples and merchandise via TWA Air Freight for efficient, on-time service.

- **TWA has the finest service** from 60 U.S. cities and 20 world centers overseas to conventions the world over.
- **New TWA Sky Tourist**—coast to coast and overseas—along with TWA de luxe Constellation service and luxury "Ambassador" flights—give delegates wide choice of flights and fares. Ask also about TWA Family Fares.
- **TWA Constellation speed reduces travel time** to a minimum.
- **TWA's stopover privileges** permit delegates to go by one route, return by another, stop off for business, or to relax at TWA-served resort areas, at no extra fare.
- **TWA's experienced sales force will aid you** in contacting members, reserving space, making detailed arrangements on convention flights for you.

For complete data on TWA convention services, call or write your local TWA office. Or write TWA's Convention Manager, 60 E. 42nd St., New York 17, N.Y.

ACROSS THE U.S. AND OVERSEAS... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

THIS STOCKHOLDERS' REPORT IS EARNING EXTRA DIVIDENDS



These exhibit panels were used by the Standard Oil Development Company to illustrate the research progress to the stockholders of the Standard Oil Company (N.J.) in conjunction with the annual stockholders' meeting and visit to company facilities.

But they have bonus dividends, too. They have been effectively used in schools and colleges for public relations programs. They have been used in company training programs and at company open houses. They will be used at every opportunity as time goes by.

Your stockholders' report . . . or sales story . . . will be better remembered and understood when presented with the interest-impelling impact of modern display techniques.

For consultation and full
information phone,
wire or write

GARDNER
displays

PITTSBURGH

477 Melwood St., Pittsburgh 13, Pa., MAyflower 1-9443

NEW YORK

516 Fifth Ave., New York 18, N.Y., VAnDerbilt 6-2621

CHICAGO

1937 W. Hastings St., Chicago 8, Ill., TAylor 9-6600

DETROIT

810 Book Tower Bldg., Detroit 26, Mich., WOodward 2-3557



FROM "EMPTY" BOX Don Smith draws a long string of magazine covers to indicate where advertising impact is made for retailers.

Repetition Need Not Mean Monotony

Lewyt Corp. has one idea to impress on salesmen: Demonstration sells vacuum cleaners. It can say it, dramatize it, let salesmen do it, and repeat it 40 times in one day without boredom. Tricks, stunts and timing are the answer.

It's not what you say but the way that you say it. Say it often enough—with a slight twist each time—and you have impact.

That's the formula Lewyt Corp., Brooklyn, uses. Lewyt is first to admit that its meeting programs are extra heavy on repetition. Clever handling, however, takes monotony out of repetition and drives home the one point Lewyt wants to get across: Demonstrate the vacuum cleaner and you'll sell it.

On a month-long whirlwind tour

of 16 cities, the company staged one-day meetings for its 76 distributors and its salesmen. Packed with tricks and stunts, the meetings hammered home Lewyt's message and picked up momentum as it prop-hopped the country. Each time the meeting was staged for another group of distributors, it took on a new polish from experience gained at the preceding meeting.

A seven-man team of Lewyt's top executives created and presented the meetings on a tight schedule. The

team flew from city to city to stage as many as four meetings a week. Sites and dates for sessions were carefully planned to coincide with scheduled airline timetables. Most meetings were staged in hotels with arrangements made in advance by the distributor.

Alex Lewyt, president of the company, took time off from the heavy press of business to make the keynote luncheon address at each meeting. He startled his audience by forecasting the annual sale of five million cleaners within the near future. Mr. Lewyt's presence at each session served to impress upon distributors the importance the firm attaches to these meetings.

For all its showmanship, meetings had a simple theme, "A Track to Run On." Walter J. Daily, vice-president and manager, Vacuum Cleaner Division, and master of cere-

monies for the sessions, called them "meat and potatoes" meetings.

Mr. Daily told distributors that the company is spending \$1 million in a three-month period on advertising. He pointed out that this advertising will bring prospects into the dealer's store and that the "junior demo" (10-second demonstration of the cleaner's three main features) will start the dealer on the right track toward reaching the final sale.

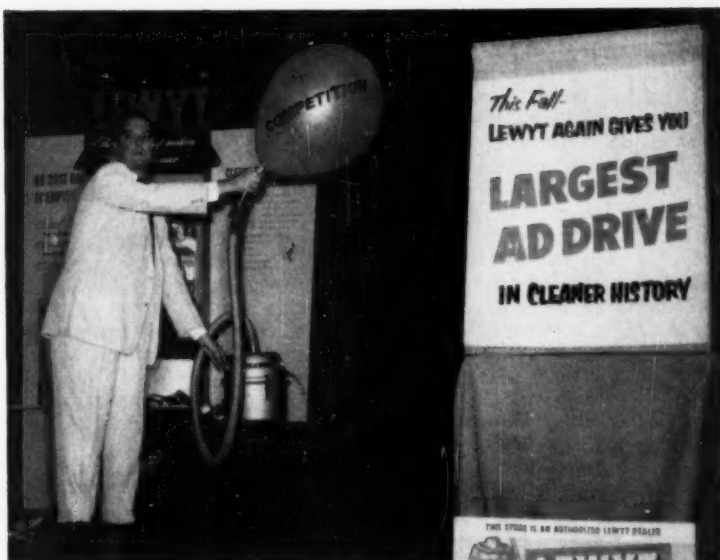
To stimulate interest in the junior demo and to get needed repetition for impact, Mr. Daily staged a contest at each meeting. Each salesman was given an opportunity to run through the junior demo. Best performer received a silver tray. This meant perhaps 20 or 30 10-second demonstrations performed at each meeting without objection to repetition, because it was a contest.

Posters Illustrate Campaign

Split-second precision was effected for meetings with an advance man, in the person of Allan T. Zachary, director of publicity. He leap-frogged meetings, set up rooms and made final luncheon arrangements a day before. In the meeting room, he installed a set of 24-sheet posters—mounted on muslin—to illustrate the outdoor advertising campaign used by the company. Eight sets of posters were in use. As soon as a meeting was over, posters were shipped to another site. Many props used were supplied by the distributor. These included vacuum cleaners, "market place" display unit (made available to dealers for use in stores), motion picture projector (professional projectionist hired) and decorations.

Procedure for the one-day meeting was simple. Sessions started 9 AM and lasted until 4 PM. Approximately 50 attended sessions but 100 attended luncheons. Additional guests at luncheons included public utility executives who were induced to come to hear Mr. Lewyt speak, department store executives and representatives of outdoor advertising companies whom Lewyt Corp. is cultivating, the press, and dealers invited by the distributor.

Press coverage in local dailies was assured. An advance release was delivered to each local editor on a 15-inch ornate silver tray. Literally serving up a story of the meeting on a silver platter, Lewyt captured the imagination of editors, along with their good will and subsequent coverage of Mr. Lewyt's informative and newsworthy luncheon speech.



LEWYT CLEANER is about to explode competition with a bang. Stunts were scattered throughout meeting to keep interest high. Clever timing made simple stunts dramatic.



CLEANING RANGE is demonstrated with a tape measure stretched across the room. In Dallas, the tape went out of the hotel room, across the hall and into the wash room.



SMALL ROOMS ARE PREFERRED for Lewyt regional meetings. It makes sessions informal and friendly. It makes it easy to get hotel accommodations when you want them, too.

Everything presented at the meeting was delivered dramatically. When advertising coverage was discussed, Donald B. Smith, director of advertising and sales promotion, resorted to magic. He held up an apparently empty box and declared: "This is the magic source of power that pulls prospects in to see a demonstration of the Lewyt vacuum cleaner." He then put the box on the table and proceeded to pull a long strip of magazine covers from the trick box. The covers were taped together and represented the publications used in the current advertising campaign.

To demonstrate the cleaning range of the Lewyt, John O'Donovan, retail merchandising manager, asked a member of the audience to take the end of a tape and step back. After the salesman stepped back, Mr. O'Donovan asked him to step back further. "More, more, more," he kept saying. Out the door and into the hall went the salesman until the 32 feet of the cleaner's range was stretched out on the tape. It was a simple but effective way to impress salesmen with a major feature of the product.

At most meetings the tape had to be extended out the meeting-room door because rooms were small. Lewyt meeting planners prefer small rooms. It makes for greater informality and closer contact between speaker and audience. At the Dallas meeting, the tape was stretched out the meeting room, across the hall and into the men's wash room before its 32-foot length was reached.

Mr. O'Donovan presented the

Lewyt product story. He compared the Lewyt cleaner with competition, pointing out the many advantages and selling features of the product. A chart showed simply and graphically the dust capacity of the Lewyt as opposed to other vacuum cleaners. In a hard-hitting presentation, he brought home to the audience the fact that "features sell cleaners!"

After pointing out how Lewyt compares competitively, Mr. Smith demonstrated what Lewyt is going to do to competition advertising-wise by inflating a huge balloon labeled "competition." Inflated by the Lewyt vacuum cleaner, the balloon expanded until it was approximately 45 inches across. By blowing up the balloon a little at a time as he spoke, Mr. Smith created that bit of tenseness and expectancy that comes over an audience waiting for a balloon to burst. With a final declaration "... and this is what we will do to competition," Mr. Smith allowed the vacuum cleaner to puff up the balloon completely and burst it.

In Denver the air is lighter because of the altitude and the balloon's capacity seemed endless. For a few tense seconds, Mr. Smith vaguely pictured in his mind an atomic explosion as the balloon grew larger and larger with a seemingly unquenchable thirst for air. Those in the front rows winced in anticipation of the mighty roar that finally erupted. (Entered in Mr. Smith's memorandum book is a small notation: "In Denver—smaller balloon—much smaller!")

An integral part of the troupe was John Drake, vice-president and account executive, Hicks & Greist,

Lewyt's advertising agency. Mr. Drake presented the market analysis to the sessions in terms of money in the pockets of the distributors. While discussing the national buying potential for Lewyt cleaners, he took a wallet out of his pocket (easy prop to carry, but effective in getting audience attention) and declared that the wallet of everyone in the room "would be full of folding money" if he would use the track to run on given them by Walter Daily.

Three films were shown. An eight-minute film presented the junior demo as might be heard in different parts of the country. Actors with accents peculiar to each section of the country ran through demonstrations to indicate to salesmen that it's demonstration and not voice that sells the cleaner.

A 15-minute motion picture in color on unusual uses of the cleaner provided salesmen with additional demonstration ideas. A five-minute segment of a film produced by the Edison Electric Institute completed the film portion of the meeting.

Films were shown right after lunch. Projector was set up, threaded and tested while lunch was being served in the dining room. This eliminated any annoying break in the program for projector focusing, shade pulling and other distractions.

Bag O' Pearls

To introduce its new "Bag O' Pearls" promotion, Lewyt distributed a free strand of pearls in a jeweler's bag to each member of the audience. These pearls are to be given free by a dealer to anyone who comes into his store to see the Lewyt demonstrated. Along with the pearls distributed at the meeting, information on how to capitalize on this promotion was announced.

A 24-page bulletin was made available to distributors on how to produce the same meeting for their dealers' salesmen. All props and scripts used were made available to distributors. Props taken on tour weighed 350 pounds and were carried as excess baggage on flights made by the Lewyt team.

Lewyt's barnstorming regional meetings follow last year's national conclave staged in New York City. The company considers the variation from national to regional meetings a worth-while program. Said Mr. Daily, "Regional meetings allow more sales personnel to meet company top executives and national sessions allow a more intensive and elaborate program to be presented. Each has its place."

An Invention by Mr. Bell

Now that we've got all those new-fangled inventions such as three-dimensional movie projectors and, most recently, closed-circuit television to aid in conducting sales meetings, General Electric Co., Bridgeport, Conn., has gone back to an oldie dreamed up by a guy named Bell.

To announce 1953 sales plans to its salesmen in the field, G-E's automatic blanket department conducted a trans-continental sales meeting entirely by telephone.

Meeting was from headquarters and listening in on a multiple party line were G-E district representatives in offices from Mass. to Calif.

Rather than department officials travel around the country and present the material, it was decided that the telephone meeting would give the entire national sales staff details of the new program simultaneously. This would allow them all to initiate the program at the same time, thereby providing a coordinated sales effort.

Another advantage is the comparative brevity and convenience of a meeting by phone when the message is short and easy to explain.



ONCE VISITORS ENTER there are no distractions from other booths.



EACH SECTION is identified and a separate conference is held in each.

Conferences in Exhibit

Each product has its own section at the Du Pont exhibit. Demonstrator-lecturers are on hand in each section to present short product story and answer visitor questions.

E. I. du Pont de Nemours & Co. stirred up a few ordinary—and one extraordinary—exhibit techniques in its mortar and poured out an exhibit that added up to more than double the sum of the elements poured in.

This trick of exhibit "chemistry" was concocted to synthesize a three-fold objective:

1. To provide a flexible exhibit, offering the audience current, comprehensive information on products and their uses.

2. To tell a complete story about each of four major plastics in as many distinct exhibit sections, with each section standing on its own as a visual entity.

3. To provide facilities for personnel to discuss products and techniques with prospects without being disturbed by others visiting the ex-

hibit or by other exhibitors.

The formula for the compound exhibit included: four parts demonstration, many parts experts, a generous supply of color and lights, a light sprinkling of small conference technique, and the entire mixture put into isolation. This is how Du Pont applied the formula to its exhibit at the National Plastics Exposition.

The entire exhibit was isolated from the rest of the show by designing a display stockade fashion. All material on display was inside the "stockade" and attractive entrances invited visitors into the exhibit area—56' by 40'. Entering the exhibit, a visitor came upon four cubicles—one for each of four products: nylon, Teflon, Alathon and Lucite.

A lecture-demonstration was given in each cubicle, originally on a strict schedule with a clock face announc-

ing the next demonstration. However, the schedule was dropped in favor of demonstrating whenever five or six visitors gathered. Each demonstration was, in reality, a small conference. A five or six-minute prepared talk was given on a product and its application. A question and answer period followed so that the small group in the cubicle might leave knowing all it cared to know about the product being discussed.

Samples of products made from plastics being discussed were shown to visitors on sidewall panels while the backwall of each cubicle showed applications of the products. While each cubicle was handled as a separate display unit, a uniformity of design gave a smooth-flowing appearance to the entire exhibit.

Inner Conference Area

Two teams of 14 men each were required to man the exhibit. Eight speakers were used on two shifts with two-and-a-half hours on and two-and-a-half hours off for each team of four speakers and 10 technical experts.

An inner area, enclosed from the demonstration areas, was used for conferences between technicians and visitors with special problems to which they sought answers with Du Pont products. This technical center, approximately 20' by 12', was set off by nylon-mesh curtains. The area was furnished with tables, chairs and locker space for additional end-use samples of plastics.

One great value of the four-part exhibit was the ease with which a visitor could identify company personnel who could give them qualified answers on specific subjects. At a conventional exhibit, a visitor has no way of knowing whether the company representative he is approaching is one who can answer his questions.

Because of the large area, two lecture-demonstrations could be staged simultaneously without disturbing each other. The small conference technique offered more direct contact between company representatives and those genuinely interested in Du Pont plastics than has been enjoyed at any other Du Pont exhibit, according to a company spokesman.

Created by Domenico Mortellito, company exhibit designer, the exhibit was not as expensive as its size might indicate. Approximately 50% of the material in the basic construction of the exhibit had been used at other shows.



WHAT THE AUDIENCE SEES: Paul Garrett, vice-president, General Motors Corp., addresses GM executives forcefully and dramatically. The audience never suspects he is reading.



WHAT THE SPEAKER SEES: Complete script unrolls before Mr. Garrett. Angle of the copy allows him to read it and appear to be looking directly at the audience. Rostrum is adjustable to the height of speaker.

Now Anybody Can Be a Good Speaker

Speakers are free at last from the fear of forgetting, and audiences are free of stumbling, stammering and head-bobbing at the podium. A new device is revolutionizing meetings. It eliminates memorizing and keeps you on time.

The "declaration of speaker independence" is being written by a simple electronic device — Teleprompter. Created as a prompting aid for television performers, Teleprompter is now heralded as the best thing to ever happen to a speaker since the invention of the microphone.

Three bugaboos of every sales meeting and convention speaker are eliminated with Teleprompter. With this device you need never memorize your talk; you need fear no more your forgetting a line or losing your place; you are assured that nothing will be omitted from your speech in delivery.

And that's not all. Teleprompter stops forever the head-bobbing of speakers as they read a line, look up at the audience, and bob down again for the next one.

Teleprompter jumped into the limelight as a speaker's aid when it was introduced at the political conventions in Chicago. Just about

everyone who used it fell in love with the new gadget that wrote finis to "speaker fear." Requests from all over the country poured into the New York office of Teleprompter Corp.

Set up to service television stations only, the company discovered it had a much greater potential in convention and sales meeting business. It discovered, too, that it was not in a position to service meetings across the nation. What it needed was a national service organization—a company that had technicians in major convention cities. It found that organization in RCA Service Company, Inc.

Developing its network of Teleprompter service systematically to coincide with the production of the units by Teleprompter Corp., RCA is about to offer the service in New York, Philadelphia and Atlantic City through its district offices. Before the year is out, RCA plans to make Teleprompter service available for meet-

ings in Chicago, Detroit, Washington, Los Angeles, Dallas, Cleveland, Boston, Pittsburgh, San Francisco, Atlanta and Kansas City.

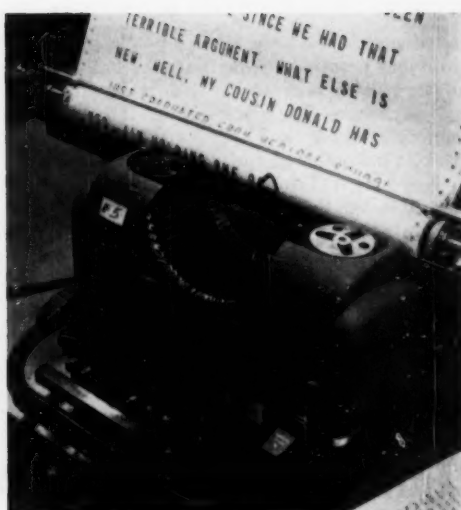
Before RCA agreed to lease the Teleprompter equipment and service it, it had Al Paul Lefton Advertising Agency, Philadelphia, run a market survey. The agency invited 100 top industrial and business executives in the Philadelphia area to a series of demonstrations. Each guest was given an opportunity to see and use the equipment.

Several men, ordinarily not particularly good speakers, startled the rest of the group with their eloquent delivery from the Teleprompters. It demonstrated dramatically to executives how equipment improves public speaking—actually made better speakers of men who previously had not read the material they delivered.

Next major test of Teleprompter was at General Motors Corp. executive conference in Lake Placid, N. Y. Harry Coen, GM vice-president, says of the test: "I was particularly impressed by one of the talks that was handed in for teleprompter reproduction the night before the conference opened, and not rehearsed in any way by the speaker before he was introduced to make his talk. As a matter of fact, it is probably one of the best



WHAT THE TECHNICIAN SEES: This monitor unit contains a carbon copy of the speech. By moving the throttle on top of the control case, the operator can speed up or slow down the roll of copy to keep pace with the speaker at the rostrum.



WHAT THE TYPIST SEES: Speeches are typed in half-inch letters. Characters on the typewriter are hand cut and curved to fit the roller. Four copies are made at a time.

jobs he ever did, which I believe was accounted for by the easy manner with which he delivered his talk."

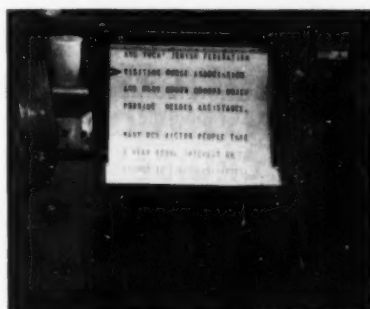
Since then, GM has used Teleprompter for announcing its Better Highways Awards Contest and RCA has used the equipment for speeches by its top executives at "outside" conventions as well as its meeting of distributors in Miami Beach last month.

This is the new service RCA offers association conventions and company sales meetings in three cities and eventually across the nation:

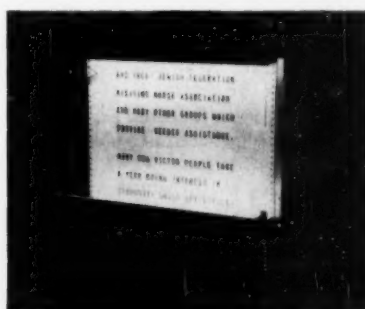
A speaker need only furnish a copy of his talk. The speech is then typed in large capital letters, up to $\frac{7}{8}$ inch high. A specially designed Underwood electric typewriter (Videotyper) reproduces the speech in quadruplicate. Carbon copies are as clear and bright as the original. Special glare-proof paper—tinted yellow—is used to produce the greatest contrast with the black letters. Speeches are reproduced quickly on the Videotyper—an hour to type a 15-minute speech.

Corrections and changes in a speech can be made up to the last minute. Words can be changed and special memos to the speaker can be put on the copy. Sections of a speech may be taken out and substitute paragraphs inserted. If a speaker has his own system of punctuation, pause or emphasis marks, these can be used. A grease pencil handles last-minute changes and special markings.

Typed on long continuous rolls, each speech is inserted into Teleprompter units with eight lines of type visible at one time. A large red arrow, adjustable to any height, points out the line being read. As a line is



ROSTRUM IS DESIGNED for speaker convenience. Light panel, upper right, indicates how many minutes are left to speaker.



UNITS ARE CONCEALED from audience view and can be adjusted for distance, height and angle. Up to four are used.

read, the paper rolls up exposing the next one. Each line contains about four or five words. When typing a speech, the RCA typist endeavors to put a single phrase on each line to facilitate reading.

As many as four remote-controlled prompters, including a unit concealed in a specially-designed rostrum, are made available. Any combination of the rostrum and standard type Teleprompters can be used. The speaker reads his talk from the rostrum unit and units on either side of the rostrum. Because units are electronically synchronized (by metal conductors placed along the sides of the rolls), the red arrow always points to the very words he is uttering. His eyes may travel from one unit to another with complete assurance that his next words are clearly visible. As his eyes move from unit to unit, it appears to the audience that he is turning to

various sections of the room as is done normally when a memorized speech is delivered. The audience never knows that a Teleprompter is being used because the units can be disguised or hidden. The technician monitoring the speech need not be in the same room.

From the speaker's delivery, it is unlikely that the audience will detect that the speech is being read. None of the dead giveaways of speech reading—headbobbing, place finding, hesitancy, nervousness—are apparent with Teleprompter.

No matter how rapidly or slowly a speech may be delivered, Teleprompter will be paced by the man at the rostrum. The technician controls the units from his monitor. He can speed up or slow down with the speaker. When the speaker leaves the speech to ad lib, the Teleprompter is stopped. When the speaker returns to his pre-

pared speech, the units resume. Teleprompter provides complete flexibility to the speaker without the drawbacks of his losing the place—or worse, rambling along and never getting back to his prepared address.

Not only a Teleprompter unit but several other devices are included in the rostrum supplied by RCA. Signal lights—to indicate 10 minutes, five minutes, three minutes, time's up—are visible to the speaker to warn him

of his remaining time. Two clocks are on the rostrum. One tells the correct time and the second indicates the lapse of time since the speech started. The rostrum is fitted for microphones and a water glass. None of these aids are seen by the audience.

Charges for Teleprompter service are based on time. An hourly rate for less than a day's use of the equipment is charged, and special rates apply to a day, week or longer use. Time

charges start when the technician and equipment start on the way to the meeting, and end when he returns from the session in which it is used. Speech typing for Teleprompters is rendered without additional charge.

Don't Need Glasses

While still an infant in the convention and sales meeting field, Teleprompter has done yeoman service for top personalities in government, industry, business and the entertainment world. Many speakers are particularly fond of the equipment because it allows them to speak without their wearing glasses. Big type, positioning of Teleprompter units and special lights inside units, make speeches easy to see and read.

Teleprompter is ideal for sales meetings. It means perfect talks can be delivered by company personnel without agonizing hours of memorization and time lost from regular duties. Nothing will be left out of a talk with Teleprompter because you can't skip words, lines or pages. You can't stray from the text and you always have full view of your audience. Without fear of forgetting, you speak at ease, convincingly and clearly—and keep the meeting on schedule.

Good for Skits

Skits and plays are simple with Teleprompter. Each actor need only read his script several times and he is fully prepared. With units strategically placed out of view of the audience, actors can read their parts without damaging the presentation.

Good and bad speakers are enthusiastic about Teleprompter. For good speakers it means they need not memorize—always time consuming for the best. For poor speakers it means they can relax, speak freely without fear. For conventions and sales meetings it means better, more interesting presentations and exact scheduling. It cuts down preparation time and assures that every important word is delivered.

Future RCA plans call for permanent installations at important convention sites so that Teleprompter will always be available on short notice. Within the next five years, it is expected that Teleprompter will be as much a part of the meeting scene as the microphone. And well it should be. It makes speaking a pleasure instead of a dread.

MAKE YOUR NEXT CONVENTION YOUR

Whether you are holding a national, regional or district convention, a sales meeting or any other type of group get-together, you can't pick a better meeting place than one of these big Great Lakes Cruise ships—the S.S. North American or the S.S. South American. Available on special charter for groups of 100 to 500 during May, June and September. Smaller groups carried during July and August. Write TODAY for special literature and start NOW to plan your most successful convention.

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**7 REASONS WHY
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ARE SO
SUCCESSFUL**



1. **BETTER ATTENDANCE** . . . Appeals to every delegate. Everyone likes to travel.
2. **GREATER ACCOMPLISHMENT** . . . Maximum attendance at meetings. No outside distractions.
3. **MORE INTEREST** . . . New places, new scenes, sightseeing, entertainment, rest, relaxation—PLUS features for about same cost as shore convention.
4. **FRIENDLIER ATMOSPHERE** . . . Delegates kept together. Become better acquainted.

5. **CONVENIENCE** . . . Spacious ballroom, excellent dining facilities, well-appointed bedrooms and cabins, lounges, verandah, cafe, barber shop, beauty salon, cocktail lounge, 176 crew members at your service.
6. **ENTHUSIASM** . . . Deck sports, sun bathing, dancing, sightseeing, fine food, outstanding service.
7. **LOW COST** . . . One fee for each delegate includes outside room, meals, entertainment and transportation. Orchestra and meeting rooms included at no extra cost.

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NATIONAL BUSINESS SHOW was used as a sales research laboratory.

How to Use Trade Show Medium For Sales Forecasting Studies

Do's and don'ts for using a trade show audience for your forecast of sales: Have experienced researcher prepare questionnaire; tabulate results at the end of each day; don't conduct survey in booth or identify your company.

BY JOHN T. FOSDICK • Research Editor

In previous articles in this series we have reported that trade shows and expositions frequently offer unusual advantages for market research. We have told of audience reaction studies, exhibit evaluation and impact surveys, magazine readership and buying-power studies and other types of research that can be quickly and reliably conducted during a trade show. Some of the unique advantages of show studies include:

1. Speed: A complete report can be prepared within a few weeks or even days.

2. Reliability: Because interview costs are only a fraction of what they would be away from the show, you can secure a sample *sufficiently large* to produce dependable results — a sample frequently three to four times as large as obtainable for the same cost through other methods. Closer control of field work and sampling

methods assure a truly representative cross section, free of usual interviewer selection bias.

3. Flexibility: When conditions warrant, the questionnaire can be changed in a matter of minutes without loss of time or money or interviewer misunderstanding. This is important when it is desirable to add questions to get the "Why" behind unexpected answers being obtained.

The three advantages cited above are of paramount importance when sales planning or forecasting studies are to be done. Speed is important, less the time for planning has passed before the report can be delivered. Reliability is of course absolutely necessary. Nothing could be more fatal than a false sales program based upon an inadequate 50 or 100 customer reports. Sales forecasting surveys at a show or exposition can be based upon 500 to 1,000 or more personal

interviews with customers and prospects. Finally, the flexibility is important. If your brand position is slipping, the questionnaire can be altered to find out why. The study reported in the following paragraphs will illustrate how one company has used the show medium for sales forecasting studies.

The following statement of objectives is taken from the report itself:

"... the obtaining of information which would be useful in sales forecasting and production planning. Questions covered makes of accounting, adding and calculating machines in use, and brand preferences with respect to future purchases. Respondents were asked to report the type and quantity of machines which their company planned to purchase in the months ahead, and to indicate whether such figures were estimates or actual figures already decided upon..."

1,000 Interviews

The company retained John T. Fosdick Associates [author's company] to make a study among visitors to the National Business Show, held in New York City each October. The final report was based upon more than 1,000 personal interviews with a representative sample of show visitors of

all ages and both sexes. Interviews were conducted throughout the open hours of the show, and on each day of the show. Interviewer-reporters were from the regular staff of John

T. Fosdick Associates and were under continuing supervision throughout the show. The questionnaires used, and the approach to the study gave no indication of the sponsor's identity,

and the interviewers themselves were not informed for whom they were compiling data.

Interviews were completed with over 98% of the visitors approached. Most talked freely about their company's use of business machines and makes owned. Opinions were recorded on personal brand preferences, and these were further analyzed in view of the types of machines in use, size of company and office, position and industry of the respondent.

Many of the respondents who reported that their companies planned to buy business machines were able to indicate the number of machines as well as telling whether they were adding, accounting or calculating machines. The analysis and tabulation of these answers gave a definite picture of trend with respect to share of the market by both type and make of machine.

Shifts in brand preferences were found, and these became particularly significant when analyzed on the basis of user and non-user of the make preferred.

To take full advantage of the trade show medium in conducting sales forecasting studies, you should consider these do's and don'ts:

Do

1. Be sure questionnaire is planned by someone experienced in trade show and exposition research.
2. Maintain continuing supervision of interviewers' work.
3. Take a large enough sample to produce reliability, and to allow for inevitable cross analyses that will be asked for later.
4. Tabulate first day's work that evening and review and revise questionnaire when results dictate.

Don't

1. Don't try to conduct survey within your booth.
2. Don't use your own salesmen or other personnel as interviewers. They cannot remain neutral when your brand is criticized.
3. Don't have your company identified, or give clues that will enable any respondent to guess your identity.
4. Don't screen visitors by appearance or other characteristics—plan your sampling to produce a cross section of all show visitors.
5. Don't leave analysis and interpretation to your sales or advertising managers, but do have an independent source prepare the final report.

"There's No Business Like Show Business"

BUT No Show—No Business!

To put on a show for your salesmen that Means Business . . .

**. . . Use RED-I-VUE Flannel Boards—
the perfect stage for a dynamic presentation**

**. . . Use FIBRE GRIP Symbol Material—
powerful "actors" to put punch into your message**

Bright, new, stimulating meetings are easy with RED-I-VUE Flannel Boards. They are easy to use—fool-proof in operation—and are the most effective way to tell a complete story. Colorful symbols graphically convey your message.

RED-I-VUE is inexpensive . . . will last for years . . . makes ordinary meetings sparkle.

A RED-I-VUE Flannel Board meeting must be good! Look at the companies that stage them:

E. I. du Pont de Nemours, Weirton Steel Co., General Electric Co., Dow Chemical Co., AMA, Shell Oil Co., NAM, Remington Rand, Esso Standard Oil, Pittsburgh Plate Glass, E. R. Squibb and Sons. And many others!

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Ask for—

THE FOURTH DIMENSION—illustrated idea booklet with case histories of typical exhibit problems.

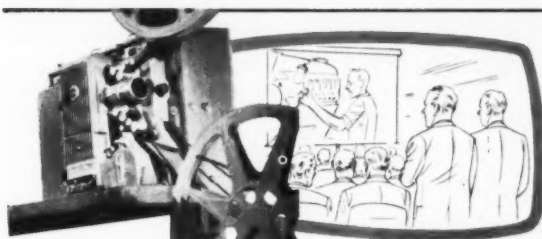
PACKAGE—The original self-contained exhibit that is so easy to use. Buy or rent it for less!

AUTOMATIC SALESMEN—How to tell your sales story automatically with colorful slides or strip-film.

tips

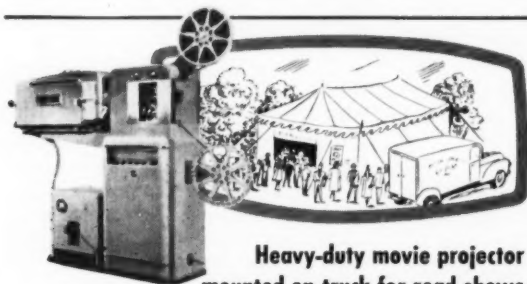
for better selling, training and demonstration through photography

**Audio-Visual methods pay off in many ways
... a few examples from the files of
Kodak Audio-Visual Dealers**



Automotive repairmen taught how to sell

"Each of our 28 District Managers was sent a Kodascope Pageant Sound Projector for showing our 16mm. color film to groups of independent automotive repairmen. The picture shows and tells them how to become better merchandisers and more sales-minded—is helping them recapture a bigger share of the potential market for our product. Results have been very gratifying and we are glad to report that the projectors have given us excellent performances."
—From a large manufacturer of piston rings.*



Heavy-duty movie projector mounted on truck for road shows

To meet the varying requirements of its current road show, one of the world's largest automobile manufacturers mounted a new heavy-duty Eastman 16mm. Projector, Model 25, on a truck, achieving the advantages of a portable unit. Sometimes showings of its films must be made under adverse conditions, requiring powerful illumination and ample but undistorted sound, which the Model 25 provides. But rolling around the country on all kinds of roads also demands a projector that can withstand rugged handling. Experience to date indicates that this unit, while designed for theater-quality projection on a day-in day-out basis, is functioning efficiently in its role as a portable unit.*

*Name on request

BUSINESS FILMS ... demonstrate, train, dramatize, sell

SM/JANUARY 1, 1953



Sells more animal feed with pictures

Recently a distributor of vitamin concentrates used in the manufacture of feedstuffs bought a Kodak Signet 35 Camera to take color slides showing various phases of his business. To project the slides he uses a Kodaslide Table Viewer which he sets on customers' desks. The customer himself changes slides while the distributor talks. "This idea highlights important sales points, enables our customers to see what we are talking about. We have built interest and increased our sales with this technique. Now all our men are using Kodaslide Table Viewers."*



Make own movies for training and job studies

"The Cine-Kodak Special II Camera we purchased in 1949 has proved very satisfactory. We have used it for making technical training movies, such as time studies. Our processes have been filmed to train foremen and supervisors; also for interplant discussions. An intangible point of value is the greater effectiveness gained by the use of locally produced films because of their pertinence to specific problems under study. It has had a good workout on employee social and sports events promoted by the company, too."—From a nationally known sewing machine company.*

These are but a few examples of the ways in which Kodak Audio-Visual materials are helping business and industry to make and sell better products. For the name of your nearest Kodak Audio-Visual Dealer—one of a coast-to-coast chain of sales-service representatives—use the coupon below. ▼

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me name of nearest Kodak Audio-Visual Dealer; also complete information on the products checked:

☐ 16mm. motion-picture cameras; ☐ 16mm. sound projectors;
☐ miniature still cameras; ☐ color slide projectors, table viewers.

NAME _____ POSITION _____
COMPANY _____
STREET _____
CITY _____ ZONE _____
STATE _____

Kodak



RIBBONS AND BOWS are not fascinating to retailers for beauty alone. They make handsome packages and 40% of package-liquor sales are for gifts. Professional wrappers demonstrate the art for retailers.



EXHIBITS GEARED TO PROFITS won the praise of visitors. Retailers favor booth demonstrations over lengthy sessions. For everyone's convenience show was open noon to midnight.

Distributor's Trade Show a New Approach To Merchandising Education for Retailers

Merchandise fair staged by liquor distributor provides welcomed aid to customers and increases sales volume. Products and services of interest to package stores and tavern owners are shown. Exhibitors pay half the cost.

They're calling it a revolution in the liquor industry—a one-man revolution. It's a liquor distributor in New Jersey who is doing things to and for his retail customers with a trade show.

The trade show staged by Gordon Bass, president, Gordon Bass & Company, Inc., Newark, is unlike any held by the few distributors in other industries that have tried one. Instead of limiting the show to products he offers (Hiram Walker & Sons, Inc., liquors), he invites all manner of companies to exhibit to his customers.

As sole distributor for Hiram Walker products in Essex and Union Counties, Gordon Bass serves 500 package liquor stores and 1,500 bars and taverns. Major problem for these liquor outlets, as Mr. Bass sees

it, is lack of merchandising skill.

Merchandising and Equipment Fair staged by Mr. Bass this year is the third. Two years ago he attracted 200 customers to a small show and meeting. Last year 400 attended the combined show and meeting, but the event did not ring a bell. Meeting sessions were too long for busy retailers and subjects were not pin-pointed sufficiently.

The third show, in Newark's Essex House, was designed to "show how" instead of "tell how." It covered 12,000 square feet of exhibit space with 47 exhibitors participating. No speeches, no talks—nothing but exhibits and booth demonstrations were offered and retailers flocked to the show. Over 2,000 jammed the one-day event to see the latest bar equipment, samples of effective retail

liquor advertising, new gift-merchandising techniques and new window and back-bar display ideas, and a host of products and equipment of interest to the retailer.

Costs for staging the show were not exceedingly high. Exhibitors paid 50% of expenses and were happy to ante up for the opportunity of meeting 2,000 live prospects right in their own home town and immediate vicinity. Last year exhibitors paid nothing to participate and insisted that some charges be made this year.

The show had one purpose: to show tavern and package store owners how to sell more whiskey. Whatever could be construed as an aid to increase sales was displayed and demonstrated at the show. From books on retailing to new store fronts, exhibits of non-competing products were open from noon to midnight so retailers could visit at convenient hours.

Most popular exhibit was the continuous demonstration of gift wrapping. Package-store owners watched as six professional wrappers created bows and rosettes on gift packages and holiday boxes and baskets. The retailers were shown the tricks that



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GROWING!!



In '53 . . . G.R.S.&W. . . . just 3 years "young" has grown up into the **million dollar sales-volume** class in displays and exhibits

In '53 . . . G.R.S.&W. will move into its new spacious and modern building . . . to perform greater services for its hundreds of nationally known clients

In '53 . . . G.R.S.&W. welcomes your business . . . with assurance that you, too, will be happy with the many friendly services to your account

Your product can be dramatized effectively by G.R.S.&W.—in '53

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If it's a trade show or convention site you need, look to State Fair Park in Dallas! This home of the fabulous State Fair of Texas covers 187 acres, boasts facilities valued at \$35,000,000 and is happily located a brief ten minutes from downtown Dallas.

Six attractive, efficient exhibits buildings offer 310,000 aggregate square feet of display space. Fair-ground parking spaces await 12,000 automobiles. The air-conditioned Auditorium seats 4,301.

In planning your next convention or trade show, don't gamble on inadequate facilities! Pick a sure thing... **STATE FAIR PARK** in Dallas. It's a natural!



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State Fair of Texas

JAMES H. STEWART
Executive Vice Pres. & Gen. Mgr.
DALLAS 10, TEXAS

produce handsome packages—a most welcomed education because 40% of package liquor business is estimated as gift selling.

Minnesota Mining & Manufacturing Co. had its ribbon-tying experts on hand. Nimble-fingered experts turned Sasheen ribbon into flowers, pinwheels and lacey bows. The 3-M ribbon tiers are available to retailer meetings to demonstrate gift wrapping.

One booth sponsored by Hiram Walker challenged visitors to identify cordial bottles by their silhouettes (reproduced on the backwall). A contest blank named the cordials and visitors were required to match silhouette numbers with names. Winners received a prize. While visitors normally handle cordial bottles every working day, they had difficulty in identifying the unlabeled outlines, indicating that they might become better acquainted with the stocks.

Not a completely closed affair, the show attracted attendance of competitive distributors—there are about 18 in the area—as well as Hiram Walker distributors from other areas. All distributors were impressed and several plan similar events in their own territories. Retailers from other areas, including New York City, found the show interesting and educational, and all were amazed at its size. Some national associations would be proud of a show of similar proportion.

Did exhibitors find the event profitable? One reported 35 good prospects for modern store-front installa-

tions. Swivelaire Co., Inc., was pleased with the number of inquiries seeking local suppliers for its lighting fixtures. National Cash Register Co. received several good prospects during the first half hour of the show. One exhibitor received 52 sales leads for his new beer cooler and more than 10 miles of holiday ribbon were sold on the floor by exhibitors of Christmas wrappings.

Few elements of a normal trade show were missing. Philip Morris was on hand to distribute sample packs of cigarettes while Coca-Cola dispensed bottles of Coke free.

Visitors Spend Hours

Original estimates as to how long visitors would remain at the show were way off. A half hour was popular guess as to how much time would be spent examining displays, noting new merchandising ideas and watching demonstrations. Visitors actually spent as much as two hours and more. The large collection of successful menus, table tents, novelties and giveaways was a spot of interest.

Not content to show his customers what a successful advertisement looks like, Mr. Bass distributed lists of local publications, ad rates and closing dates to prompt retailers into constructive promotion for the holiday season.

Two days after the show, hailed by retailers as the best thing ever done for them, Mr. Bass staged a meeting for his sales staff to examine

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IDEAL FOR EXHIBITORS with 2,000 prospects in one day. Problem for Gordon Bass is to limit exhibitors. Many requests are turned down because of space limitations.

the show, its operation, its strong and weak points and lay plans for next year's event.

A flop-over chart gave vital statistics of the show to salesmen—number of visitors, who they were, what they said, comments of exhibitors and other data. Intensive discussion of all phases of the show produced these guides and plans for next year's event:

1. Badges for visitors: Unidentified at this show, visitors could not be handled efficiently by exhibitors. With badges, visitors can be identified as tavern owners or bartenders, package store owners or clerks, or guests. Knowing the interests of a visitor as indicated by his badge, the exhibitor could save time and be more helpful.

2. Number of booths: It is impossible to include all companies that might like to participate in the show. Ten requests for space had to be turned down at this year's event. All exhibitors are to be selected on the basis of contribution to a retailer's education and information, newness of product or service, reputation of company and non-competing products. To allow competing lines, the show would require three or four times its present space. "We're not in the trade show business," Mr. Bass says. "We'd fill a municipal convention hall were we to have more than one exhibit of any one product."

3. Speeches: No speeches or meeting sessions of any kind are to be used. Comparing visitor reaction between the first two meeting-shows

and the current show, Mr. Bass finds retailers prefer to be shown instead of told. It takes less time and is more practical as well as dramatic.

4. More demonstrations: Instead of static displays of advertising and attractive back-bar and window display set-ups, all promotional aids will be demonstrated in exhibit booths.

Fifteen New Jersey retail beverage associations were consulted in preparation for the show and each endorsed it enthusiastically. Attendance promotion for the merchandise fair included state business papers, direct mail and salesmen's invitations.

After three year's running, Mr. Bass finds these four big reasons for staging his Merchandise and Equipment Fair:

1. Prestige. A distributor who offers promotional aid to his customers for their entire operation rather than just for his products takes on a greater stature.

2. Reputation. The distributor enjoys the reputation of a wide-awake merchandiser who does new things first.

3. Intimate contact. Dealers normally look to Gordon Bass for answers to their problems because it is natural to seek advice from the company that seems best informed and most aggressive. This makes for close contact with customers and better relationships.

4. Increased business. When retailers are shown how to do a better merchandising job, they usually sell more—and Gordon Bass gets his percentage of the increased retail volume.

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Makes for better Sales Meetings, too. Now the speaker is more at ease and more effective. He talks to his audience and not to his notes. Now meetings run right on schedule—no more rambling talks. A time saver, too! cuts down on preparation time—time lost from regular duties. Write for free brochure.



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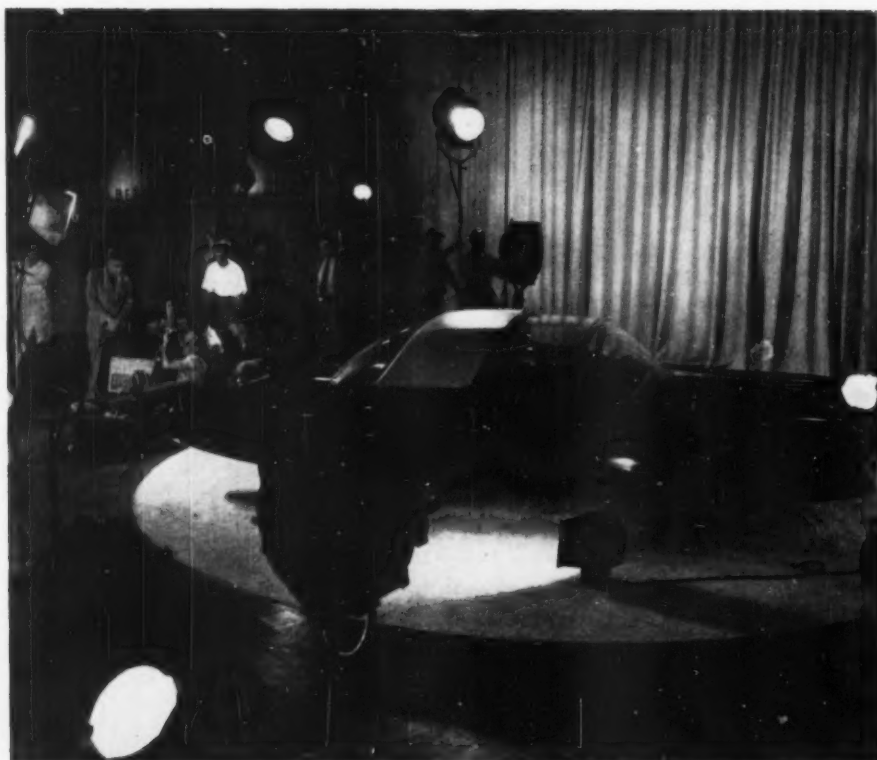
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TITLE & CO.

ADDRESS



CAR OF THE FUTURE was among exhibits shown to newsmen and later filmed so that the public could go behind the scenes and see how a new car is designed, built and tested.

If Press Can See Secrets Why Not Employees and Public?

Ford opens laboratories to press first time in its history. Successful tour of research facilities and exhibits then put on film for public. Employees and dealers had own premieres.

When Ford Motor Co. dropped the shroud that cloaked its engineering staff laboratories in secrecy, it invited 300 newspapermen for a behind-the-scenes look at its engineering and research. For the first time in Ford history, someone other than laboratory personnel was permitted to see the top-secret activities of Ford engineers.

After the doors were flung open for the press with its tour, "A Day with Ford Engineers," the company asked itself: "Now that the top-

secret label has been dropped on our engineering activities, why not let more people see what we do?"

A Film is Born

It was simple enough to invite 300 newsmen to the plant and show them exhibits, engineering tests and give them a look at actual design development. However, it was next to impossible to offer the same tour to large groups. It would interfere with normal engineering activities and

could not accommodate enough visitors.

The answer was a film. The complete tour was put into a motion picture, "Tomorrow Meets Today." With the film, Ford is able to take its entire force of employees in far-flung areas of the country and the world to see the exhibits and watch the birth of automotive improvements and refinements. Added to Ford's collection of 28 documentary sound films, it will have wide distribution. An estimated 50 million persons saw Ford's films last year.

"Tomorrow Meets Today" takes the public into the company's engineering and research center to watch automotive experts carry on their endless search for perfection. With a running time of 25 minutes, it follows the creation of the cars of tomorrow



METAL ENDURANCE for car springs is tested on this new device, shown for the first time to outsiders.



AN 18-POINT TOUR was created for the press that started with car styling and ended with this showroom. Camera crews are shown filming new cars on display.

through engine design and build-up, chassis design, electrical engineering and into the body department.

Sound cameras visit the many studios, laboratories, drafting rooms and testing facilities where new cars are styled, designed, built and tested before mass production begins. Stylists are shown at work on original pencil sketches, renderings, small-scale clay models and full-size models of futuristic design.

The film demonstrates how prototype cars are built and tested before

they are approved for mass production. From a dramatic testing sequence on the track and in the laboratory, the film moves finally into research to watch engineers planning for the future.

Premieres in 42 Cities

The film was produced by M.P.O. Productions, Inc., New York City, under the supervision of Ford's Motion Picture Dept.

Premieres were held in 42 cities

for approximately 6,350 civic and governmental leaders and the press, radio and television. Other civic premieres are scheduled overseas.

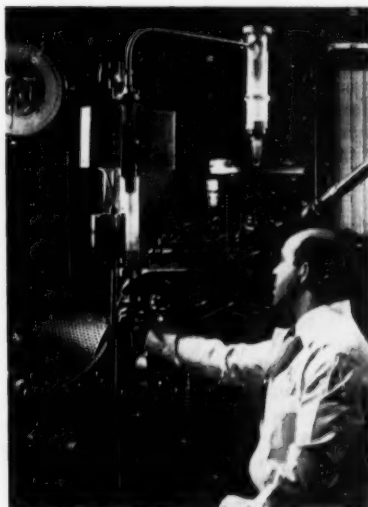
Ford employees are shown the colorful documentary film at their offices and plants. Ford and Lincoln-Mercury dealers have premieres of their own, as will supplier companies who contribute to the production of the automobiles. Immediately thereafter, the picture will join other Ford productions available for public showings without cost.



YOU TAKE A PEEK through the soundproof testing room as engines are put through their paces. A new-model car body, center, begins to



take shape in heavy jigs in the laboratory while a dust storm that would stop all driving is simulated to test an engine, right.



They Tell You They Love Your Meetings— But Are You Sure They Mean It?

Every sales manager and association executive should come down from the crest of success and examine the hidden trends and currents of thought in the minds of his meeting audience. Applause does not mean acceptance.

BY ROSCOE C. EDLUND
Management and Business Consultant

You are a manager, let us say, of a trade, scientific, social or professional association. You run an annual convention whose attendance has zoomed. Your registrations still are growing. You spend lots more than you used to on elaborate entertainment, parties and social affairs, but the conventioners' applause and acclaim is music to your soul. Increasing registrations, at bigger fees, add cash to the till. Everything considered, you are on the crest of the wave and naturally you believe that your methods and the convention are a resounding success.

Or you are a sales vice-president. Every salesman tells you he loves your annual meeting that you stage with so much care and devotion. They insist it gives them a boost and great inspiration and they wouldn't miss it for anything. Likewise the distributors of your products throng in great numbers to the meetings you arrange for them. They lap up your cocktails, and how! They have a wonderful time at your banquets. They proclaim you a great fellow and tell you your company is tops. Moreover, they move your products to market in quantities that are gratifying. So you, too, feel highly pleased and believe your programs would be hard to beat.

It is ungracious, perhaps, to ask if all this is as good as it appears. How closely have you sounded out what conventioners, salesmen and distributors want? Are you sure they tell you exactly what they think? Is there a new and better way to find out? If you have reached success, can the dividends nevertheless be made even greater? Good questions—and they deserve answers that are

sound and practical. In this article there's a case story, an illustration, that gives the answer. It is an instance where not all was as rosy as it appeared.

First, however, an experience that bears directly on the point I want to make. Many years ago, I was a counselor at a boy's camp in Maine. Out of Lake Sebago, flows the Presumpscot River, a pleasant stream that, in those days, supplied some power to the city of Portland. A little party of us paddled two canoes down this stream. Soon we discovered that the Presumpscot has many a rift, rapid

and waterfall. Around some of these we portaged, carrying canoes and duffle.

Somewhat put out by this repeated hard work, we came around a bend to find big rocks, swift water and another fall just ahead. After some consultation we decided on something new. Along the bank the water was smooth, and close to the shore the falls seemed only a couple of feet high. So we waded and floated the canoe along. I was at the bow, another counselor at the stern and a good sturdy camper in the middle—all three of us wading cautiously, not quite waist deep.

Suddenly without warning, cross currents from the smooth water at the bank, setting strongly toward mid-stream, swept our feet from under us. It rolled our sturdy young camper over the falls. It deposited my fellow counselor on a rock. It pinned me to another with the now empty canoe—swept clean of clothing, watches and supplies—balancing neatly on my leg just below the knee. Believe it or not, the tremendous power of that swift water held that canoe steadily against my leg, pinning me to that rock for two and a half



YOUR MEETINGS are a huge success. You hear your men tell each other—and they tell you—what a great show you put on. They like your friendly manner; they like everything about your meeting. They move goods; everything is fine . . . Or is it?

Convention coming up?



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hours. Four of us, lifting with all our strength, were unable to budge the canoe a fraction of an inch. Escape only came with the aid of stout saplings felled with an ax from the other canoe. Using the saplings as levers the other three finally pried the canoe around just enough for the current to sweep it swiftly away.

Completely unharmed, though a little numb from my knee down, the lesson I learned was to respect mightily the power that lies under the sur-

face. With any problem, what are the currents beneath? How strong are they? What do they portend for the future, around the bend?

Apply this to the subject at hand, remembering that in recent years new techniques have been developed to measure currents in people's minds. Back of their applause what do they really think? And, if they haven't thought much at all, can they be induced to do so, and to do it creatively and constructively?

One of the techniques for measuring feelings, thoughts and ideas is the so-called "attitude" or opinion survey. I refer particularly to surveys conducted not by questionnaire but by "free-hand," "non-directed" depth interviews in which the respondent talks privately and confidentially with an interviewer from outside. Where privacy and anonymity are assured, almost any respondent will tell freely and fully just how he thinks and feels about the subject at hand. In employee surveys, for example, the man at the bench will talk without reserve about his shop, his foreman, his union, his steward, how he likes his job, how he thinks it could be improved and what are his problems and his ambitions.

Outsider Impartial

No questionnaire ever written can reveal so clearly the depth or intensity of feelings or bring out so definitely the steps that should be taken to improve relationships, abolish misconceptions, and make teamwork harmonious and effective. And no insider can get the story so clearly. It takes an outsider to do it, one with no ax to grind, and who is interested solely in the truth and in constructive action to make the future better than the present.

Since attitude surveys have these values, why not try them with people who attend, or who should attend, conventions and sales meetings? They, too, can be led to think constructively, to speak freely and to pave the way to make meetings better and more effective than heretofore. Here is a case history where it was done.

In this instance it was a national trade association for which the study was made. It might just as well have been a scientific, financial, social or professional group; an insurance company, manufacturer, or any one else that holds meetings, conferences and conventions. The same techniques would apply, and the results, while different in each case, would point the way to future planning.

In this trade association the consultant was asked to study the entire association program. The annual convention, therefore, was but one of a score of subjects studied, but it came in for intensive discussion just the same. Interviews were held from coast to coast, more than 100 in number, each of them completely anonymous and confidential.

"Our conventions," the members agreed, "are exceptionally fine. They



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are tops. The plans are excellent. Our conventions are the best of any we know anything about."

Not only that. "Our conventions," said a thoughtful leader, "have been a binding and significant force in this industry. They have taken our people out of their narrower concerns and given them a broader industry view and interest." Beyond question, the conventions in that industry, stretching back through decades, have done marvelous things for them all.

Almost universally, the feeling was one of praise. On the surface, all was good. But that was not the whole story.

"The feeling predominates," said one of the first respondents, "that our conventions are not as satisfying as they once were." The interviewer pricked up his ears. What was back of this opinion? Did others share it? If so, why? So the interviewer began to probe.

Conventions Too Big

"Most companies feel that our conventions have become too big," said the respondent. Well, hasn't it been the policy to stimulate growth? Don't you want more people in the industry to attend? "Yes, that's true, but there comes a point beyond which we ought not to go. We have too many outsiders present. Most of us feel that today our conventions permit few such intimate contacts and talks among ourselves as our members used to enjoy. We are lost in the crowd and the bustle. We can't even go any more to the smaller hotels and communities we used to enjoy."

"You will find as you continue your interviews that a great many of our people feel we are on the wrong track. Our conventions are fine, that's true, but they are not the kind of conventions that most of us really need and want."

You don't believe, then, that bigger registrations spell progress? A resounding "no" was the almost universal answer. The members deeply want to reverse the trend of years. They want to get back to a convention two-thirds the present size, limited more to their own members. Under the surface applause, under the prosperous growth, this current is strong. If not reckoned with, it may strike suddenly and hard.

Big conventions usually mean big social affairs, too. This one is no exception. Tens of thousands of dollars annually are spent for entertainment, fun and frolic. The registration fee has gone higher and higher, partly to

pay this expense. And still the registration continues to grow. Isn't that proof that this is what members want?

But this is not the case. "When we go to a convention, we are interested first in the business program, second in visits with members and, only after that, in having some fun." "The convention is a social instead of a business affair. It has got to be turned around."

"We are in business, not in society. Why can't conventions devote them-

selves to business? The money expended on entertainment is more than we think proper to spend in that way."

Even more significant, the emphasis thus misplaced keeps a number of members from attending. One company suggested that an arrangement be made to separate the business sessions from other features. "A good pattern," they said, "is that of another association whose convention they attend, where the first part of the con-



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About the Author

Roscoe C. Edlund, New York management and business consultant, specializes in problems of trade associations and in attitude surveys, serving clients both among associations and individual companies.

For 21 years manager, Association of American Soap and Glycerine Producers, he served terms as president, American Trade Association Executives; president, Trade Association Executives, New York City; chairman, Manufacturing Trade Associations Group, affiliated with NAM; and on the Trade Association Committee, U. S. Chamber of Commerce.

For the past five years he has been a consultant. He has lectured at institutes and universities from Stanford in the West to Yale, Pennsylvania, New York and Cornell in the East.

vention is devoted to business intensively, with the second part devoted to play and social affairs for those who have time and are interested.

The younger men, said some of the companies, are getting the wrong impression. Because of entertainment, golf and dancing, these younger men are not being sufficiently indoctrinated in a constructive association approach to industry problems.

These policies have another effect. "Our president gave up the convention, and after that our vice-president. Now it is subordinate sales representatives who go. This is not the way it should be."

Despite success, here are strong currents below the surface. Too many outsiders have been encouraged to come until the convention is too big. Too much money and too much time and attention are devoted to fun, not enough to business. Members who ought to attend have ceased to come. Instead of top men some companies are sending subordinates. "The whole trend is wrong. Vigorous steps should be taken to correct it if the convention is ever to mean again what it used to mean to a great many of us." The surface is smooth, but there is danger beneath.

As to program, there were plenty of suggestions. Primarily these concerned the problems of this industry. Some, however, are of general application. The companies liked, for example, the dramatizations employed in recent conventions to get reports and recommendations across in ways strikingly visual and different from speeches and committee reports. The program committees used theater techniques, and these drove the messages home and made a hit.

Have ready for attendants a take-home summary of the points the convention wants to get across, was the suggestion of several. "It is helpful for the head of the house to use in

telling his associates at home about the convention."

Audience participation, panels, length of sessions and suggestions of separate seminars and round-tables, came in for comment. "I like forums, varied and diversified over the years, as long as they stick to practical subjects. I don't like to listen to long speeches. Pace and movement are important. Make it snappy." "There should be clinics for small groups on specific problems." "The members should be classified in categories, and convention programs built around their different interest." "The convention should be an annual post-graduate course. It should teach by case examples. It should bring us experience from other industries."

Slow or insufficient follow-up of the recommendations advanced in committee reports or in other carefully prepared features of the convention, came under criticism. "I have participated in a panel—worked out with great care — and been disappointed that there was so little follow-up afterward. Why put in so much time and effort without result?" "It is wrong that the material presented at the last convention should only now be getting attention from the association office." The convention program, so the companies feel, has real point mainly if it leads to changes in outlook and practice, and these do not occur so readily if there is not systematic and prompt follow-up. To make a convention pay, it must be followed-up.

Among other points were the following:

1. Arrange for certain groups to come a day ahead to meet on their special interests.

2. Throughout the convention, assign lounges or parlors to groups that can use them to advantage for mutual acquaintance and small meetings.

3. Never schedule a golf tourna-

ment on the day of a business session. Each ruins the other. Even ardent golfers request this.

4. Don't have a formal banquet. Affairs where people move about and visit freely with those whom they wish to see, are better. At a banquet you usually can't talk except with those seated near you.

5. Policies or rules concerning individual entertainment, cocktail parties, and the giving of samples or favors should be rigidly enforced. It is unfair to permit some to violate regulations that are supposed to apply to all.

This survey of a trade association concluded its chapter on the annual convention by recommending that the association appoint a Committee on Convention Policy. Such a committee is a good step in almost any company, association or other group holding meetings or conventions. The function of such a committee is to consider how the meetings can be improved. It does not run any convention. It seeks solely to crystallize principles and methods of operation; to observe how they work; and constantly to improve these principles and methods.

A committee on policy can appropriately discuss the advantages of an outside survey. Such a survey focusses attention on the problems. It creates interest and discussion. It is cumulative in effect because the interviewer, as he goes from one to another, tests out with each his own ideas and the ideas that others have advanced. Since the project is for the good of the whole, each is ready to help. If he has never thought of the subject before, his mind goes to work and his thoughts invariably are constructive. He is pleased to have been consulted, and if perchance any respondent does have gripes, the mere opportunity to discuss them relieves his mind. The process is democratic and it is appealing to all who take part in it.

If the number of persons involved is so large that a questionnaire should be used, then the questionnaire can best be developed following, rather than in advance of, individual interviews. When this procedure is followed, the questionnaire is live, pertinent, vital. It is no ivory-tower approach, dreamed up at a desk. The questions grow out of the constituency; they are based on ideas that interviews show respondents hold.

Finally, remember the Presumptocot. Below the surface are currents, sometimes surprisingly strong. The wise convention manager will be careful to sound them out and to guide policy and plans accordingly. He will



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CENTER DOORS of *Journal's* traveling display open to reveal a screen for slides. Six of these self-contained units, plus 15 others, are used to explain new fibers.

Man-Made Confusion On Man-Made Fibers

Ladies' Home Journal is bringing order out of chaos in sale of new textiles with training sessions for department store personnel. Twenty-one sets of props are now circulating through the country with a solid booking.

Man-made confusion has developed side-by-side with man-made fibers in the nation's department stores. *Ladies' Home Journal*, however, is staging meetings for store personnel to add substance to the cloud of information on man-made fibers.

Salespeople usually shrug off questions about new fibers with "It's something like nylon" or "It's that new material you read about." The *Journal's* meeting program was designed to give salespeople a working knowledge of new fibers including acetate, Acrilan, Dacron, Dynal, nylon, Orlon, rayon and Vicara.

Virginia McCone, director, retail merchandising, *Ladies' Home Journal*, in conjunction with The Merchandising Group, New York City, developed the meeting program and wrote the script. The plan is to present an hour-long training program to sales personnel in department stores to aid in the intelligent sale of new fabrics. For the initial plunge, a few stores in large cities were told of the plan and a preview was staged for store buyers and executives. Their enthusiastic reception was followed by meetings for their employees.

Attendance by store personnel at *Journal* sessions is voluntary. Individ-

ual stores determine the time for the meetings and in all cases a preview is staged for store executives.

The man-made fiber story is unfolded in four parts. Meetings open with four-color slides and text covering advantages and uses of each fiber individually and as compared with each other, with wool and cotton. Use and importance of various fibers is covered by charts in the second part of the program. Man-made fibers as they appear in fabrics and blends are displayed and a fashion show of merchandise from the store's stock is staged.

When originally instituted, the meeting program was limited by one set of props. As word of the meetings spread to department store executives across the country, 15 units were put on the road to serve the demand.

Bulky displays, difficult to set up and pack were augmented by six handsome self-contained units, designed and built by Bliss Display Corp., New York City. Each new unit currently in use is eight feet high and six feet wide. A series of doors swing out from the unit to reveal the meeting theme, charts, *Journal* cartoon promotion and a projection screen. When fully opened the exhibit is 24

feet wide. Companion units display samples of fabrics. The exhibit is used as a backdrop suitable for a presentation from a stage or floor level.

Literature Distributed

Special literature has been prepared for distribution at these meetings. The material includes a copy of the meeting script, explaining what each fiber is, what it can and cannot do, care of the fiber and other pertinent facts. To date, 40,000 copies have been distributed to store personnel.

Display units and literature are shipped collect to a store a few weeks in advance of the meeting. Instructions for unpacking and setting up the exhibit are included. All new units are packed into three cases. Cases contain all equipment except the slide projector that must be supplied by the store. After each store has its meeting, it is charged with the responsibility of packaging the exhibit and shipping it collect to the next store. The declared value of the shipment is \$1,000. Whenever possible, local or nearby representatives of The Merchandising Group check with a store on receipt of the shipment to inquire about its condition.

Because of heavy demand, Mrs. McCone and The Merchandising Group can stage only one show in each store. Stores that cannot bring all their salespeople together in one meeting often stage subsequent meetings themselves.

With 21 exhibit units currently in use, the meeting is booked solid until Spring, 1953. Not only department stores but women's clubs, 4-H clubs, teachers' associations and manufacturers are requesting meetings.

New fibers and fabrics are entering the market with such speed that consumers and retailers are left far behind in knowledge of them. In addition to the *Journal's* contribution on the retail level, both Bendix Corp. and General Electric Co. have produced meetings on the washability—with automatic washing machines—of man-made fibers. Bendix staged a meeting at the Waldorf-Astoria, New York City, in April and its distributors have used it as a basis for their own meetings. These meetings were designed for school teachers and college instructors, department store buyers, home economists and utility company representatives. General Electric's meetings are aimed at the consumer.

In Providence, R. I., a department store delayed opening one hour the

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The JUNG of New Orleans



Completely air conditioned, 1200 all outside rooms, each with radio, circulating ice water, servitors and modern furnishings. Enlarged Tulane Room now accommodates 2,000 persons, ideal for exhibits, large meetings and automobile shows. Massive service elevator and stage are additional features of the Tulane Room. 12 new meeting and banquet rooms to serve all size groups. Exquisite Corillion Room for dining and dancing. New popular price Coffee Shop and comfortable Cocktail Lounge. Conveniently located on Canal Street, near all downtown activities.

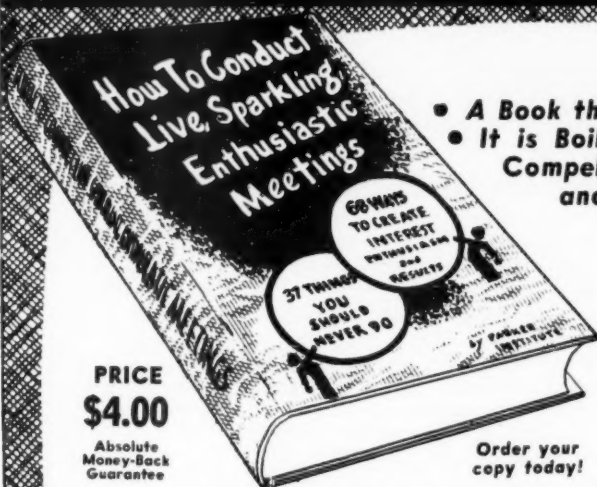
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It is not overloaded with stale thinking or worn out tradition and it is not all bound up in red tape. There are no non-essentials to wade through.

You will immediately be able to add force, sparkle and importance to your meetings. These action-packed techniques will go to work for you the first day and they will have an immediate and far-reaching effect. Your entire sales organization will be revitalized. It will raise the sales power of every person in your organization.

To secure maximum results, you must continually and everlastingly instruct and inspire salesmen. Now is the time to pull out all the stops and secure the accelerated volume that every firm must have to pass or even stay abreast of competition. It is going to decide whether the bookkeeper's overtones are in red or black.

PARKER INSTITUTE

1028 South Saginaw Street, Flint 3, Michigan

"I'm glad you asked that question!"

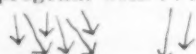
Exhibitors consistently want to know, "How many times can a Prefab exhibit be used?"

Extensive records show no clear answer.

Occasionally a Prefab comes back after two or three shows for retouching. And others can be seen going strong after a dozen whistle-stop shows.

And some like a new display every year for only one or two major shows they have.

You can save on your 1953 show budget or extend your exhibit program with . . .



615 South Boulevard
Evanston, Illinois
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morning of the *Journal* meeting. Advertisements in newspapers and radio spots told customers of the later opening so that "salespeople may better serve you."

Carson, Pirie Scott, Chicago, is staging a storewide promotion on "miracle" fibers—and the meeting is being used by the store as one of the big features of the event. Buyers' and salespeople's enthusiasm for the meeting prompted its being incorporated into the consumer promotion.

A six-week schedule of sessions was inaugurated by Schuneman's, St. Paul, for home economists, 4-H clubs, high school fashion board, as well as the general public. Wieboldt's, Chicago, is using a set of props for six weeks for intensive training of all personnel in its six branch stores.

When the Dallas fashion industries held their market week with an attendance of some 5,000 buyers, the

meeting was requested for three evening showings. This gave the *Journal* a wide coverage with approximately 1,000 stores from 17 states.

"Our timing on the launching of this presentation was perfect—which is contributing to its success," says Mrs. McCone. "There have been just enough individual manufacturers going into stores with individual product stories to heap confusion on confusion—increasing the need for an industry-wide clarification. And just enough of the new fiber textiles are available for sale to emphasize the need for training."

Each individual who attends a meeting receives, along with the special literature, a complimentary copy of the *Journal*. The success of the current series of meetings has prompted the *Journal* to plan another on man-made fibers and their relationship to the home furnishings field.



Art Gallery Approach for Exhibit

No bourgeois displays for American Cyanamid Co. It lengthens its hair and comes up with an art exhibit touch. Featured by the company's Coating Resins Dept. at the Paint Industries Show, Chicago, the picture gallery theme is created by four artistic designs made up of enamels produced with Cyanamid's coating resins.

Arranged in picture frames, designs are mounted on background panels to show a variety of finishes based on Cyanamid's resins. Highlighting important properties of resins, display features finishes ranging from high gloss to low sheen enamels.

One design, titled *Perspective in Deep Tone Colors*, illustrates flat enamels formulated with two new Cyanamid alkyd resins.

Lightning Speed, another design, symbolizes the speed of cure which a Cyanamid resin imparts to baking enamel when used as a component.

A third illustration, *Old and New*, compares a well-established Cyanamid resin with a newly developed one.

The final design, *Study in White*, emphasizes the qualities of a high gloss architectural enamel.

Background panel surfaces illustrated Cyanamid products including a high gloss, grey enamel and a semi-gloss enamel formulated with odorless resins, and two low sheen flat enamels produced with alkyd resins.



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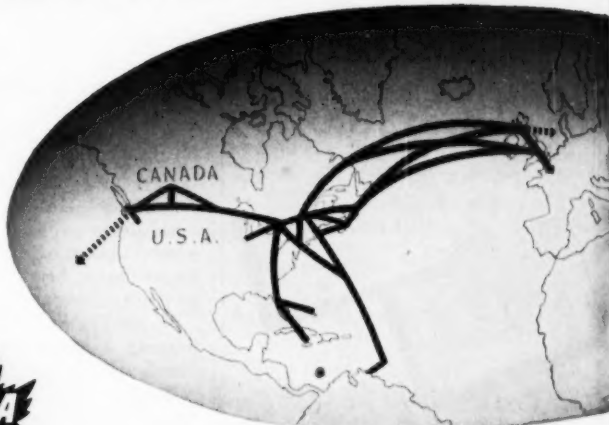
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RAILWAY**

Stunts to Spark a Session

A clearinghouse of ideas to add spice to meetings and force to communication

Paging Mr. Charles

Every sales meeting has at least one new idea, new product or new feature of an old product, new merchandising plan or new advertising schedule to present. Here's how to present anything new at a meeting staged in a hotel with drama and built-up impact:

A speaker is in the process of delivering a serious you've-got-to-get-out-there-and-fight speech when a bellboy enters the room with an envelope and calls out for Mr. Charles. Annoyed at the interruption, the speaker (who, naturally, is in on the gag) assures the bellboy that no Mr. Charles is in the group and "Would you please get out of here? This is a private meeting."

After a dozen more sentences from the speaker, another bellboy appears with a larger envelope and inquires if Mr. Charles is in the room. Mr. Speaker is thoroughly disgusted with the interruption, and again assures the boy that there is no Mr. Charles in the room and "Get the h - - I out of here before I call the manager and have you fired!"

Three minutes later, a messenger again appears with a still larger envelope and asks for Mr. Charles. Now on the verge of collapse, the speaker, who by this time has forgotten what he is going to say, steps off the platform, roughly grabs the boy by the collar and hurries him through the nearest exit. Now, not only the speaker is upset, but the audience is beginning to become annoyed at the constant stream of envelopes—obviously not intended for anyone at the meeting.

After a sip of water, the harried speaker once more is ready to continue his "now's the time" message when a bellboy appears at the rear of the room carrying an envelope about two feet by four feet. It seems the huge missile is for a Mr. Charles who "Is not in this organization, never has been, and, if you're not out of here in three seconds I'll throw you right out this window!"

Only sentences later, not one, but two bellboys enter the room, this time clutching an envelope about six feet by three feet in their hot little

hands. That's about all our speaker can stand. He leaps from the platform, grabs the envelope from the bellboys and, all but foaming at the mouth, rips it open.

Inside? Whatever message, product, advertising schedule or other new idea you want to present.

(Caution: make sure the name you use for this stunt does not duplicate the name of anyone in the audience.)

Ringin' Success

Your meeting might have impact, your theme might be a classic, but how do you trade on the impact *after* the meeting? James Lees and Sons Co. developed a stunt to remind salesmen of the meeting theme every morning.

Throughout the meeting, salesmen were told that "Now's the time" to take action. At the last session, an attractively wrapped package was placed under each chair. Just as the meeting was coming to a close, each package came to life with loud ringing. As each salesman opened the package he discovered an alarm clock set for the closing minute of the meeting.

After all the alarms were shut off, the chairman declared: "Gentlemen, now is the time to get out and do your job."

Now, each morning, each salesman looks at his alarm clock and is reminded of his company, the meeting and its theme: "Now's the time."

Breakfast in Bed

Few things are more difficult to do at a convention or sales meeting than to get the individual delegate or salesman to read and concentrate on something when alone. A novel method of playing gracious host and at the same time present your company plans to each individual in a way that insures he will read them, has been accomplished by American Lead Pencil Co.

To introduce a new pencil, the company presented each delegate at a convention with an invitation to have

The Auditorium Group



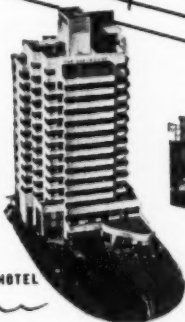
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● **EVERYONE** has told me of their enjoyment of your show. Thank you for a fine public relations job—Mr. T. Morgan Williams, The Home Insurance Company.

● **FOR YOUR** friendly and fine interest, many, many thanks. You always do a real swell job, with music and entertainment—Mr. P. C. Magnus, President, Magnus Mabee and Renard, Inc.

● **I WANT** you to know that it was due a great deal to your untiring efforts that The National Association of Chain Drug Stores Convention was such a huge success—Mr. E. R. Albright, President.

● **HEARTY,** sincere thanks, for the entertainment—Mr. F. C. Carte, Shell Oil Company.

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breakfast in bed, served by room service at a hotel. The delegate merely had to telephone room service upon arising and ask for the Venus (brand name for the pencils) breakfast. Within ten minutes or less the waiter knocked at the door to deliver breakfast.

On the breakfast tray was a copy

of *Venus News*, the company's publication. A sample of the Venus Executive Group pencils was on the tray with promotional material. With a tray of orange juice, ham and eggs, rolls, jam, butter and coffee set in front of him, the delegate is more than happy to eat and read—in solitude, undisturbed.



JUST HOLD A GLASS and you are served by . . .

Electronic Bartender

How hospitable can a host be? Delegates to the American Hotel Association Convention, St. Louis, found out at a reception at the Busch estate.

A delegate simply had to hold a glass under a beer tap to have it filled automatically. An electric eye device starts and stops the flow of Michelob beer.



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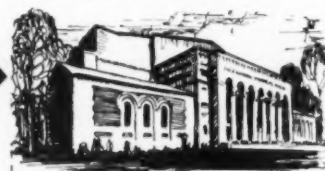
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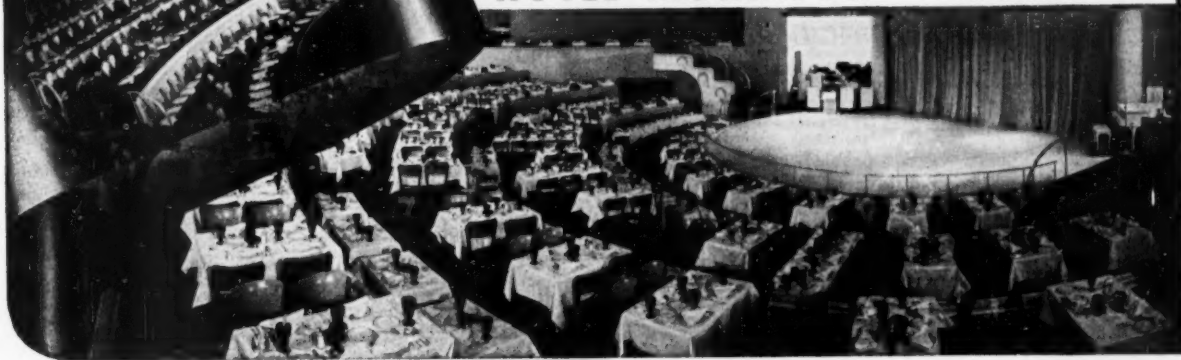
The TERRACE CASINO is Chicago's finest! Terraced, it gives all a full view of the stage. Air-conditioned, it gives comfort throughout the longest meetings. Beautiful, it gives quiet dignity to every session. Private, with its separate street entrance, adjoining bar and checking facilities. Easily accommodates 1000 persons. By day, the Terrace Casino is your main convention room. By night, your banquet hall. The Hotel Morrison's other meeting rooms will accommodate groups from ten to one thousand. Write today for the Terrace Casino Brochure.

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AFFILIATED NATIONAL HOTELS

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INDIANA		HOTEL TRAVIS	Dallas
HOTEL CLAYPOOL	Indianapolis	HOTEL CORTEZ	El Paso
LOUISIANA		HOTEL BUCCANEER	Galveston
JUNG HOTEL	New Orleans	HOTEL GALVEZ	Galveston
HOTEL DESOTO	New Orleans	HOTEL JEAN LAFITTE	Galveston
NEBRASKA		CORONADO COURTS	Galveston
HOTEL PAXTON	Omaha	MIRAMAR COURT	Galveston
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		VIRGINIA	
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		HOTEL MONTICELLO	Monticello

How to Discover What Your Salesmen Want Discussed at Your Meeting

Unless a salesman recognizes the importance of the meeting subject to *him*, he won't carry out meeting objectives. To get him to react, you must involve him directly. To get him involved, you must learn his needs and expectations.

BY RICHARD BECKHARD • Contributing Editor

When you get the facts on your audience members' needs, problems and expectations, you take one of the most important steps in building more effective programs and stimulating audience follow-through after the meeting.

Every sales meeting has within its objectives the purpose of changing attitudes, actions or behavior of men who attend. Whether the stated purpose is to "fire them up," increase loyalty to the company, introduce and sell new products or improve selling of existing products—*change* is a factor.

Social science research, in the past ten years, has shown us that if a change in attitude, action or behavior is to stick, the person who is to be changed must participate actively in the changing. Applying this principle to sales meetings, we can state that the salesman who comes to a meeting must be involved in the meeting and must recognize importance of the meeting subject to *him*, before he will commit himself to carry out meeting objectives.

We all know that a number of meetings don't reach their long-range objectives of increased sales or changed attitudes as quickly and effectively as we'd like them to. Here are four possible reasons for this:

1. Salesmen don't have a clear understanding of the meeting's objectives.

2. They don't see relationship of the meeting program to their own job problems.

3. They don't feel any share of responsibility for the meeting's success.

4. They don't have any clues as to what they are to look for in the meeting in terms of back-home use.

Meeting planners can do a great deal to assist their men and themselves by collecting information about

salesmen's problems and needs in relation to the plan of the meeting—some time before the meeting. For the planner, the collection of such information gives a picture of priority problems as seen by the field (often quite different than seen by planners), and also gives a picture of individual problems of the audience members. A planner, taking into account issues men want discussed, can develop the program in terms of their questions. When you get these facts from the men it helps to determine how you can present the material best. It identifies what might have been gaps in information, in time to fill these gaps in the program before the meeting.

The process of fact-finding is perhaps even more helpful to men attending the meeting. By being asked to contribute their suggestions for discussion issues, or their perceptions of priority problems on their jobs, they are forced to *think* about the meeting in relation to their back-home situation. They see that management is concerned with their problems and that the meeting is designed with these problems in mind. They have expressed themselves and, therefore, feel some responsibility for what they have said. They go to the meeting with some feeling of concern about the outcomes, rather than with the attitude of being told and shown.

To carry this one step further, some meeting planners ask those attending to discuss the tentative program with their colleagues back home, and to bring results of this thinking to the meeting. This technique serves not only to reinforce opinions of men who attend, but to create an active interest in the meeting outcomes on the part of a number of people who do not go but who should be committed to meeting results later. One company has instituted a program of

preparing meetings for its salesmen at which an entire local office meets with the person attending a national meeting before he goes and immediately after he returns. The sales manager reports a positive effect on morale and interest of those attending national meetings.

Here's how one company missed the boat in its early planning, but caught it in time for the meeting:

Brown Plastics Products Co., makers of plastic rainwear, planned a two-day meeting to introduce a new line of raincoats. The meeting was set up as follows:

First Day

President: Open meeting with announcement of new product.

Sales Manager, chairman of meeting: Give background of product. Tell: 1. how new product will replace present line; 2. advantages of better quality merchandise; 3. improvement over old product.

Research Dept.: Report on how product was developed, new color process, new concept in chemical composition.

Design & Styling Dept.: Effect of new design and pattern on market.

Second Day

Merchandising Research: Need for new patterns on the market.

Advertising Dept.: Advertising program—point of sale, consumer advertising.

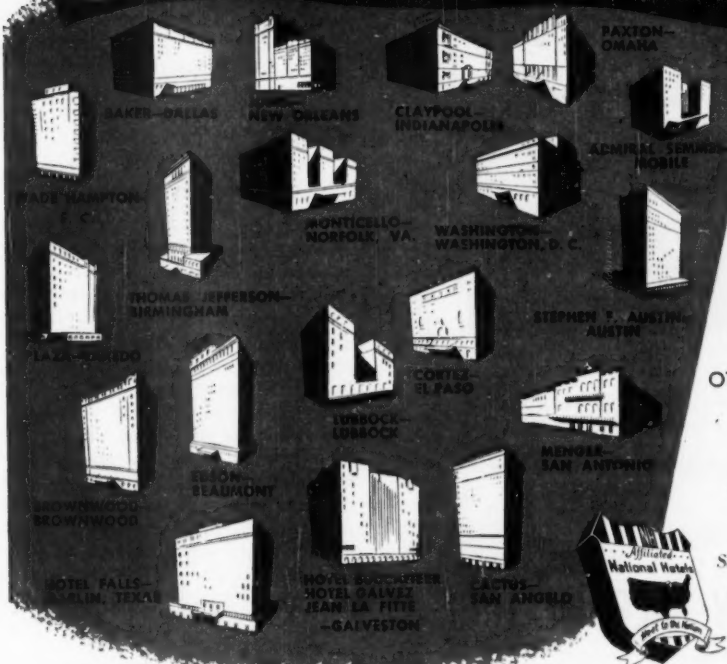
Sales Manager: Quotas to each region.

Product Dept.: Product problems discussed.

The company then sent a draft of the proposed program to men who planned to attend. Each person was asked to comment on the program as to interest and priority of items and to suggest any additional problems they felt should be discussed. Results showed that men in the field were concerned about:

1. **Price.** How can we sell new product at higher price when all competitors are reducing prices below present cost?

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2. **Market.** Need help on developing this new market which is entirely different from the present market.

3. **Stock.** Present customers can't stock this product. Do we ignore them or continue to sell old products?

4. **Credit.** Our present credit policy is out of line with competitors.

New product will increase difficulties. Can we liberalize our credit policy?

Modify Plans

Every one of these questions represents a different perception of the problems and priorities by field men from that of home office men. By taking these questions into account, planners were able to modify the presentations they had planned. They added the credit manager and a half-day round table at the end of the meeting. The revised program was built to meet objectives of planners, but material was presented with due thought to the men's problems and needs, so that communication could—and did—take place.

What to Find Out

It is helpful then to find out these things before a meeting:

1. What do men see as their problems on the job in relation to the areas to be covered at the meeting?

2. What attitudes are they bringing to the meeting?

3. What do they expect to get from the meeting?

4. How can we help them relate the meeting to their back home job?

5. What does the audience really want discussed?

How to Get Facts

This information may be collected a number of different ways. A pre-meeting questionnaire, covering the tentative program and asking men to express their needs, is a commonly-used device. Some companies have field supervisors interview men before coming to the meeting, particularly sales training meetings, and have them send in this information. In a few places, companies employ trained interviewers to do pre-meeting interviews. Whatever the technique, you can be sure that your meeting will benefit if you *know your audience*—its attitudes toward *this meeting*—its main problems and its level of interest—and if your men care about the meeting because it's important to them.

THIS FULL PAGE advertisement was placed by Edward Valves, Inc., to call attention to its exhibit at the 1950 National Power Show. More common is the brief mention of a company's booth in its regular business-paper advertising.



10 Ways to Get Publicity At a Trade Show

You are missing one of the most substantial values of exhibiting when you neglect publicity. It costs little or nothing. At a show you have your best opportunity for meeting the press and calling attention to your company.

BY ED GREIF
Banner & Greif, Public Relations

There are so many other things to attend to, so many emergencies to be met, so many details to be checked, that publicity must be left to the last moment when you are exhibiting at a trade show. And if—as is so often the case—still another emergency arises, then publicity must go by the boards entirely.

It is not my purpose here to add still another chore to the overworked exhibit planner's desk. I propose to present my ideas of the relationship of publicity to a well-managed exhibit and to suggest to you a few simple devices that will cost little in either time or effort but will improve enormously results you obtain.

I could, if I were so minded, point out companies that represent both extremes of publicity management in connection with exhibits. I could tell you of some that spend upwards of \$50,000 or \$100,000 on a show but have not a single publicity release or picture available for a reporter who asks for it. At the other extreme, I could tell you of an exhibitor with a ten-foot booth who received enough orders for two years' production at his factory as the result of a single paragraph in a single story.

Exhibiting at industrial shows is a costly operation and costs are going up, not down. The amount spent for booth rental is usually a small fraction of the total cost. But salaries, travel, maintenance, entertainment and booth equipment costs are mounting steadily. The solution lies in making every exhibit more productive.

When a cost-conscious customer enters your booth to complain of rising material and labor cost, you give him the same sort of answer. He must learn to make each operation more productive through the use of new tools, new products. You must take your own good advice here. Tools of communication are available to you. Use them. Make every exhibit more productive.

Let THE **DRAMATIC WAY**
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Approaching that "Buyers Market" every alert business man realizes he must initiate aggressive promotions and sales meetings guaranteed to get results. Having met these problems, Ira Mosher Associates have now developed Theatre for Industry as the answer to all the questions confronting you whose meetings must make a lasting impact.

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One medium can never bridge the gap of apathy that plagues you, but Theatre for Industry blending the latest visual and dramatic devices assures you a fresh, unique, tailor made meeting. Visual aids, speeches, skits, features, pageants and pure entertainment are coordinated to give your hard selling message the "remembrance" appeal it needs.

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Telephone Circle 7-5888-9

1511 K Street, Washington 5, D.C.
Telephone Republic 8061

Through publicity, you can increase the effectiveness of your exhibit three-fold: first, by bringing more prospects to your booth; second, by increasing the interest of those who do come and, third, by getting your message across to the thousands who never arrive at the show.

This is a how-to-do-it article, and these suggestions must be specific and workable.

First, I want to discuss invitations. All of us know that one major function of the management firm that runs an exposition is to provide an audience for your exhibit. If exposition management fails in this function, it is a big failure.

Exhibitors Must Help

But no exposition management can do this job alone. Exhibitors must help. Certainly, it is up to exposition management to do big, basic jobs. It must do the basic job of advertising in publications; it must do the basic job of publicity to publications; it must attract visitors by direct mail; and it must provide exhibitors with basic tools, such as literature, art work, registration cards, electros, stickers and the like.

After that, it is up to exhibitors. The exhibitor is not expected to do the big over-all job, but he should try to stimulate interest in his own booth. This is simply a matter of self-interest and no exhibitor should neglect it.

You are in show business and show business thrives on new things, on excitement, on publicity. That does not mean you must act the clown. There is a difference between entertainment and amusement. To entertain means to capture and hold interest. You can hold the interest of a research scientist with a tiny new pill or a giant machine tool, but how do you first capture that interest?

Take a leaf from the book of the Broadway showmen. Invest your product with excitement, emphasize its novelty and glamorize it with publicity.

I have a ten-point program that I drew up with a group of exhibiting companies for the Materials Handling Exposition. It is remarkable in two respects. Of the ten suggestions listed, we found not a single company that did not find it profitable to adopt at least two of them, and several adopted the program in its entirety. The second remarkable aspect is that it cost exhibitors virtually nothing in trouble or expense.

Of course, the exposition management did a tremendous job on its own but the added effort of exhibitors

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Hal Austin,
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made this show an outstanding one in terms of numbers and quality of attendance. As a result of this combined effort, the show has grown by leaps and bounds and the 1953 Materials Handling Exposition will be the largest capital goods show to be held anywhere in the country during the coming year.

10 Points

Here are the ten points:

1. In your discussion with salesmen and distributors, mention the show. Tell them about it in your letters, literature and company publications. Urge them to spread news of the show.

2. Have your office staff use poster stickers for correspondence. Stickers are available on request. If you prefer, reproduction proofs of the stickers are available and you may print them directly on your letterhead, envelopes, folders and other literature.

3. Remind customers and prospects to get their hotel reservations early.

4. Stress in your publicity releases that new models you are announcing will be on demonstration for the first time at the show. Ask your publicity department to mention your participation in its releases.

5. Stuffers describing the show are available. Be sure to insert them in your mail.

6. Be sure that everyone you want at the show receives an invitation and an advance registration card. These invitations, individually imprinted with the name of your company, are available upon request.

7. Mention the show in your trade paper advertising. Reproduction proofs make it possible to make that mention as large or as small as you find suitable for the layout.

8. During the month before the show, use an advertisement keyed to the show's theme.

9. If you use general media, such as magazines or radio, call attention to your participation in the show. Reproduction proofs are available. It is important that you instruct your advertising agency months in advance to meet closing dates. Do it as soon as possible.

10. Use your meter-mail slug to stress the show. Mention it in speeches before industry groups. Include it in articles written for the press. Put the show's symbol on posters in offices and showrooms wherever there is customer or prospect traffic.

Such a program is neither difficult nor expensive. Each exhibitor draws attention to his own booth. However,

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to increase sales for
1953



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SM 1-53

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Gentlemen:

Please have a representative of your Exhibit Planning Service call for an appointment, at no obligation.

NAME

FIRM TITLE

ADDRESS

(City)

(Zone)

(State)

the overall effect is to create millions of impressions and no exhibitor at that show was heard to complain about lack of attendance at his booth.

You can increase the effectiveness of your advertising considerably by pointing out that the equipment you advertise will be on demonstration in actual use at a show. I have seen dozens of advertisements that mentioned the Plant Maintenance Show last year. Many a prospect who will not trouble to cut a coupon from your advertisement will, nevertheless, tuck it in his pocket for reference at the show.

Scores of times, visitors have come to the press room, pulled a dog-eared advertisement from a wallet or pocket and asked, "Where can I see this demonstration?" Perhaps the most effective place to mention your participation in a show is right next to the inquiry coupon.

But there are many ways: General Electric Co. chose to introduce its theme of productive maintenance by headlining its ad: "Visit G-E's exhibit at the Plant Maintenance Show—See Productive Maintenance in Action."

Hild Floor Machine Co. showed pictures of 12 types of cleaning

equipment and wound up, over the signature, "See A Demonstration, Booth 821, Plant Maintenance Show."

Clark Equipment Co. ends its ad this way: "See For Yourself. Clark will exhibit and demonstrate its machines in January at the Plant Maintenance Show in Philadelphia. Do stop around at Booth 304 and see for yourself that each and every one of them serves you right."

It Is Real

The whole point of an industrial exposition is that you are showing the machine itself, not in words, not in pictures. It is real; it is in three dimensions; it is in actual operation. Many an executive is unmoved by your advertising claims and is reluctant to get involved with a series of salesmen's visits. On the other hand, he may be perfectly willing to travel several hundred miles to inspect your machines.

That is the story of successful expositions. You are missing a great deal of your advertising dollars' value, when you overlook an opportunity to

tell your prospects where he can see your goods. Some companies devote their entire advertising schedule, the month before an important show, to nothing but a description of their demonstrations. If you will look at these companies' booths, as I have done, you will find the biggest crowds there.

It should be noted in passing that if a show is worth the expense and the trouble you have to undertake when you sign up for it, then it is certainly worth the effort you make to bring your customers and prospects down to see your booth.

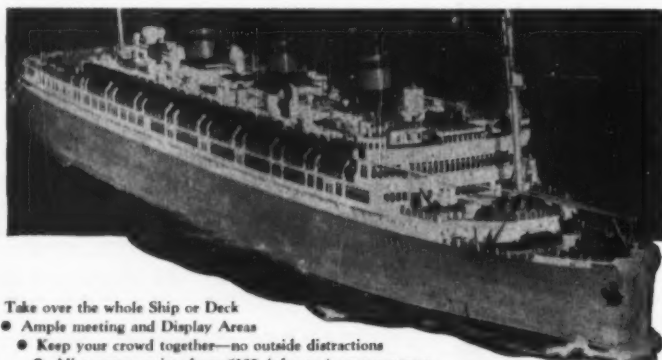
Consider the people who never get to the show and whom you want to reach. Whoever is doing publicity for your company—either the public relations department, your advertising agency, your sales promotion department, or public relations firm—spends a good deal of its effort trying to "dream up" angles on which to hang a story.

A show provides a ready-made opportunity. Dozens, sometimes hundreds, of reporters come to a show looking for news. If you make even a minimum effort to provide it, you will be richly rewarded. If you really

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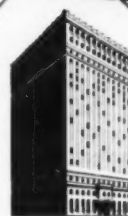
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Home of the Popular Terrace Room

take pains with the job, resulting publicity may be worth much more than all other values of exhibiting combined.

I mentioned earlier an exhibitor who got orders for two years' production from a single paragraph in a story. That is a true story. It was unusual, to be sure. He got an unusually big response and he had only a small factory. Yet it is not at all unusual to get 500 inquiries from a front-page story in the *Wall Street Journal*, or from an illustrated piece in *Business Week*, or from a lead story in the business pages of an important metropolitan daily newspaper. If you are astute enough, you can get your story into all three, and into hundreds of other papers as well.

Simple Rules

Here are a few simple rules to observe for best results:

1. **Something new.** You must have something new to talk about. It must be new if it is to make news. Best time and place, from the publicity view to introduce a new product, is at a show where all important pub-

lications will be represented. If you have no new product, talk about new uses for the old product. Earlier this year, at the Plant Maintenance Show, Tennessee Eastman got important press attention because it stressed the new maintenance features of its plastic piping. That same piping was first introduced at the Plastics Show in 1946. There is no product so old and so well known that there is nothing new to say about it. It may be a new model of an old design, a newer and easier method of installation, a lower price, a new service feature, or any one of a dozen new aspects. Let me give you still another example. This one is from the Wholesale Grocers Show. A major milling company complained that there was nothing new about a bag of flour. At the same time, it complained that super markets were refusing to handle flour in order to favor high profit items. While its exhibit at the show displayed nothing but two sacks of flour revolving slowly on a turntable, an executive of the company was pointing out at the conference that no woman buys flour alone. She needs eggs, butter, flavor, nuts, or some 48 other items every time she buys flour.

I asked this executive why his booth and his publicity did not tell that story. His reply—in the following year—was to design his booth as a corner of a super market with a counter for the related selling of all items needed for baking. His booth changed from an empty one to a crowded exhibit, and food and chain store papers published his story.

Keep Them Short

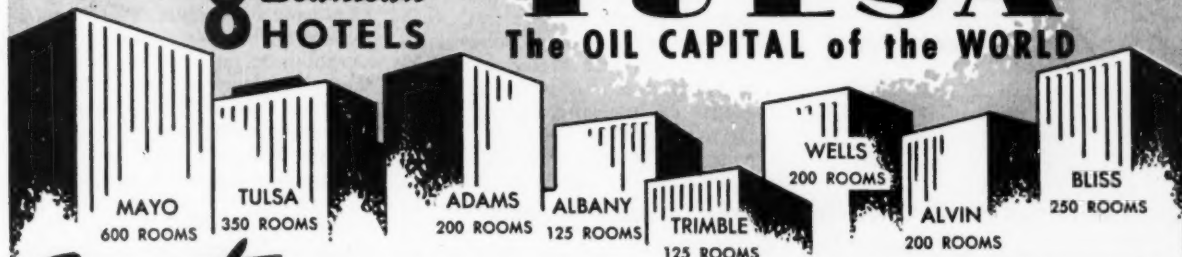
2. **News release.** Get your public relations department or your advertising agency to tell your story in the form of a news release for distribution at the show. Don't take the easy way out by handing a reporter a printed brochure. Make it easy for him to give you the publicity you want. Keep your stories fairly short. If you have five stories to tell about five products, prepare five different news releases, plus a sixth that is a short summary of the five. I want to warn you about news releases prepared by advertising agencies. Many of them do a competent, professional job. But some have not the vaguest idea of how to write for the editorial

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side. I have seen companies, that spend hundreds of thousands annually to build their reputations, distribute news releases that would put a freshman journalism student to shame. It is up to you to insist on a competent job.

3. Photographs. Many editors will want photographs. Some will want a retouched photograph that clearly shows the product's main features. Others will want an action picture of the product in actual use. Try to have both types on hand. Above all,

be certain that the caption tells the whole story. Don't rely on the editor to associate the story with the picture. He may have releases from dozens of your competitors.

4. Publicity man. If it is possible to do so, have a publicity man assigned to greet reporters upon arrival in the press room. A cordial greeting, a quick briefing on the inevitable, "What's new?" and a personal escort to your booth can do wonders.

5. Attention. Whether or not you have a publicity man present, be sure

that any reporter who enters your booth gets top priority attention. A reporter who has to cover 250 booths, plus a conference, won't wait around.

Check Supplies

6. Press room. You have a right to expect of exposition management a well-run and well-equipped press room. It is up to exposition management to invite reporters and see that everything is done to facilitate their work. If you haven't been getting that kind of service, you ought to insist upon it. However, where a good press room is being made available, you ought to use it. Your releases and your pictures ought to be displayed in the press room. During the show, have someone check to see if a fresh supply is needed. A photographer should also be available and you can use him to meet an editor's request for a special picture.

7. Advance releases. Have your publicity department send advance stories about the features of your exhibit at least 70 days before the show. Many publications will be publishing stories about the show one month in advance of the opening. Because of long printing deadlines, they must have this material one month before publication date. That means 60 days. Give them a few days to re-write your story.

8. Answer man. Have someone at the booth who can answer questions. It is hazardous to leave this chore to casual salesmen. If the person chosen to answer questions is away from the booth, an appointment should be made for a later hour convenient to him and the reporter.

Total Disregard

I have treated this subject as a "frequently neglected elemental of exhibit operation and pre-show planning." It has always been shocking to me to observe the total disregard of so basic a procedure. You are missing one of the most substantial values of exhibit operation when you neglect the publicity aspects.

There are some of you who have used these publicity techniques well, and you know the value of it. This presentation is aimed, however, at the large majority of exhibitors who put publicity in the "last but not least" category. To them I say, publicity pays. And it never pays so much on so small an investment, as it does in connection with an industrial exposition.

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New York City **THE GOTHAM**

New York City **HAMPSHIRE HOUSE**

New York City **THE WARWICK**

On Upper Saranac Lake, N. Y. **SARANAC INN**

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Chicago **THE BLACKSTONE**

Beverly Hills, Calif. **BEVERLY WILSHIRE**

Hollywood, Calif. **SUNSET TOWER**

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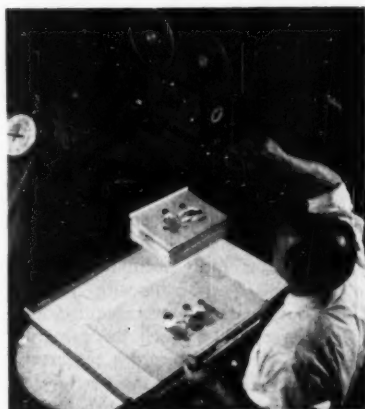
Stills with Motion

A visual medium that is growing in popularity because of its advantages over slides and filmstrips is the filmograph. Simplest form of filmograph is a filmstrip photographed on 16mm film with a synchronized commentary on the sound track. As far as the viewer is concerned, he is seeing a filmstrip, but with two differences. First, the pictures change instantaneously—instead of one picture's seeming to push its predecessor off the screen. Second, there is no beep or other signal to tell the operator to change the picture.

Because a motion picture camera and motion picture film are used to reproduce still pictures, motion can be introduced. This is the unique advantage of filmograph. The camera can, for example, fill the screen with a small detail of a picture and draw back until the entire picture is seen. It can work the other way. The opening shot may take in the map of the United States, and then the camera can zoom in until the state of Ohio is about all you see. You may take a long piece of art, start at one end, and pan along its length. Some of these motions may be combined, starting with a pan and then zoom in to focus on a detail.

This same technique can be applied to three-dimensional objects. Another favorable factor is the ability to use the punctuation technique of the motion picture. Instead of one picture following another in a series of straight cuts, fade-outs and cross-dissolves can be used with no fixed relation to the words being spoken. In a filmstrip, you must wait for a natural pause in the commentary before you can call for a new picture. You cannot put the beep signal in the middle of a word. In the filmograph, you are not so restricted. Relationship between pictures and commentary can vary as desired.

There are still other tricks that can be done on the filmograph. Most important of these is the ability to superimpose symbols on the picture. For example, one of the difficulties



MORE COMPLICATED EFFECTS require an animation stand. It can move the camera nearer or farther from the material being shot.

in producing a filmstrip is to maintain orientation from one frame to the next. It is often disconcerting to leap from a long-shot to a close-up. On the filmograph, however, this is easily done. To call attention to a detail, you can start with an over-all view, pop on an arrow which will direct the eye to the detail and then move into a close-up as the arrow fades out.

The number of such simple animation devices that can be used is limited only by the ingenuity of the producer and, to some extent, the budget. A foreground figure can be held constant while one background cross-dissolves into another. Bars on a chart can pop on in succession. A route line can appear on a map.

In fact, there is no sharp line of demarcation between a filmograph and an animated film, for a filmograph may have some full animation.

Another advantage of the filmograph is the ease of distribution. In spite of the difference in cost, there are more 16mm motion picture projectors in use than sound filmstrip projectors. More adult groups are in the habit of using movies at their meetings. They have learned about motion picture equipment and how to get films. (The CIO issued one of its filmstrips in two forms: as a

did your last meeting lay an EGG?

It happens — you know. And if it wasn't your *last* meeting, perhaps it was the one before last.

But you can go a long way toward insuring the success of your meetings by making sure you are using the right visual aids.

The next time you plan a meeting be sure to consult the Florez Incorporated Check-Chart of Audio-Visual Media.

It covers fifteen kinds of media and all the important meeting factors.

By consulting the chart you can tell at a glance which combination of media is best for **YOUR** meeting.

Send for your free copy of the Check-Chart NOW. It may well be the most important step you've ever taken toward improving your meetings.



FLOREZ INC.

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Detroit 26, Michigan

Please send me the Check-Chart of Audio-Visual Media.

Name

Title

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Address

... why doesn't someone tell him?



The guy is in a quandary . . . As Program and Entertainment Chairman he's had some BLOOMERS. He's dreaming of a fast . . . pace-setting . . . HUMOROUS and INSPIRATIONAL . . . 'Mirthquake' speaker who'll set his members on fire and keep them rocking in belly-busting hilarity.

If he only knew it
the answer to his prayer
is right at his fingertips
. . . (and in his checkbook)

Write, Wire or Phone NOW to

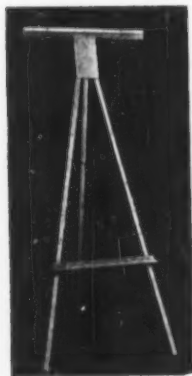
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DUAL PURPOSE PORTABLE EASEL

All aluminum. For turn-over charts or cardboard charts of almost any size at 4 different heights. Folds small for storage or carrying.

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Write us for descriptive literature.

sound filmstrip and as a filmograph. The more expensive filmograph out-sold the filmstrip by about 4 to 1.)

Similarities

Difference in production cost of the two media is small. Research and script writing must be done for both. Both require almost the same amount of art work. A simple filmograph is actually easier to produce locally than a filmstrip. The basic equipment is a camera capable of single-frame action and a firm tripod, or a tilting board. Pictures to be used are affixed to the tilting board and copied on the film. The camera is stopped and the picture changed. Art work, like an arrow, can be added while the camera is stopped. The sound track will have to be recorded separately and later combined with the picture in a composite print. More complicated effects require an animation stand to move the camera nearer or farther from the material being shot. The stand has a device for moving the copy itself either horizontally or vertically. Other effects require a camera that can be run backwards as easily as forwards. But many cameras can be used to produce a simple filmograph.

In the filmograph, the illusion of motion is something that is hard to describe, but it is there. The static quality of the filmstrip is gone, although nothing but static art has been used. Here is a technique that does not claim to replace the motion picture or the filmstrip—but it is a technique that usually has more impact than a filmstrip, at only slightly higher production cost.

Giant Transparencies

Huge color transparencies, that produce a three-dimensional effect and can be room size, are now possible for use at trade show exhibits and sales meetings. Spectachrome, developed by Dramaturgy Inc., Cleveland, came into being during the fall of 1950, when the Admiral Corp. wanted a large, colorful, eye-appealing spectacle to grace the stage at its annual meeting for distributors and dealers. Although this type of work could not be bought or made commercially, Dramaturgy went ahead with plans to produce such a transparency.

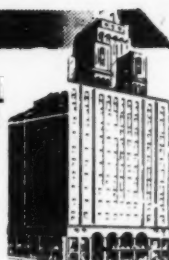
The large "Colorama" displayed by Eastman Kodak Co. in Grand Central Station, New York City, was the type of color spectacular

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AT NO EXTRA COST!



American or European Plan

Atlantic City's Most Versatile

CONVENTION FACILITIES

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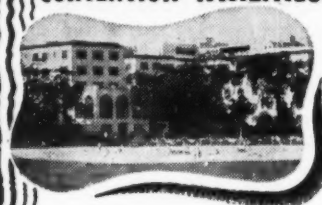
James E. Reed, Mgr.

Charles S. Manning, Sales Mgr.

Things Are Happening at the

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Unexcelled CONVENTION FACILITIES



for your next SALES MEETING

A luxurious resort hotel specializing in conventions . . . finest meeting and banquet room in the south seating 1500 . . . experienced convention staff trained to handle a "package" convention for you. Conveniently located between New Orleans and Mobile. Write us for more detailed information.

Jimmie Love, Gen. Mgr.

THE

Buena Vista
BILOXI, MISSISSIPPI

OVERLOOKING THE GULF OF MEXICO

Dramaturgy wanted to accomplish. Engineers went to work and planned, designed and built the necessary photographic equipment to reach that end.

A special photographic laboratory with an air-conditioned enlarging room, 50 feet long and 27 feet wide, was installed in Dramaturgy's studios. The room had to be protected from minute dust particles in the air and was therefore equipped with a precipitron. This was necessary because these minute properties, if not guarded against, would magnify and enlarge many times on the finished product.

A 30-foot-long cutting table equipped with a vacuum installation was also built along with a 30-foot viewing table to view the finished strips of film. A specially-built projector that would move along on its own track was made. Special equipment for processing and fabricating the film was also developed.

The first large color spectacle of 18 feet by 60 feet was displayed at the Admiral meeting.

Technically, the Spectachrome is enlarged from an original eight-inch by 10-inch Ektacolor negative. The negative is projected to 19-inch width strips of film. These strips are then developed and processed, and joined together with invisible strips.

The Spectachrome consists of four elements: Lighting, diffusion sheets, film and a protective sheet over the front of the film, when it is used as an outdoor transparency.

Lighting is accomplished by the use of color-corrected fluorescent lights that are mounted at the rear of the housing unit's interior.

The diffusion sheet is a one-piece translucent fabricated plastic mounted in front of the lights to give an even balance of light throughout the entire transparency.

The protective sheet, a thin acetate (20 thousandths of an inch), guards the film against temperatures, high winds, and other extreme atmospheric conditions when used outdoors.

With this new equipment, Dramaturgy is able to enlarge up to 39 by 50 inches on one piece of film.

Recorder-Projector

Industrial training, sales and promotion specialists can record their own commentary or sound on 16mm films at nominal expense and without laboratory processing. Radio Corporation of America's "400" magnetic record-projector permits wide employment of magnetic recording on 16mm films.

Enchanting



Gala Premiere Season

... our Aladdin's lamp transports you

to an exciting HOLIDAY ADVENTURE

at 1953's most breath-taking resort-hotel.

the ALGIERS... a "world-in-itself."

Oceanfront, 25th to 26th Street, Miami Beach

Manager, FRED COLLIER Directors, DAVE LEVINSON, LOUIS KENIN, CHARLES POSNER

MEETING IN ST. LOUIS?

"Meet me at
the **ST. LOUIS**
SHERATON"



says Warren W. Netz, Sales Manager, The St. Louis Sheraton. One of St. Louis' largest, finest-equipped hotels on fashionable Lindell Boulevard in the geographic center of the city. Eighty-five percent of entire hotel is air conditioned. Only steps away from shopping, theatres and the business section with garage directly adjoining the hotel. 500 modern, generously large guest rooms; ample convention facilities for meetings large or small including Ballroom, conference rooms. Famous Sheraton food served in colorful Coronado Room; cocktails in unique Coal Hole and the Cork Bar. Efficient public address system.

SHERATON
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FOR INFORMATION

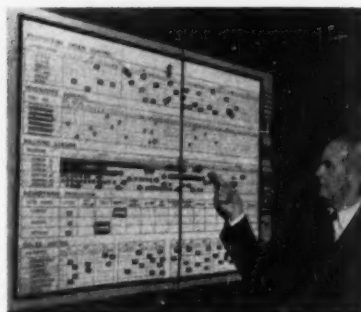
on convention facilities in other Sheraton Hotels, write Sales Department, Sheraton Corporation of America, 1 Court Street, Boston 8, Massachusetts.

Unique features of the equipment enable it to record on magnetic track, play back, erase, re-record, reproduce both optical and magnetic track, operate at sound or silent speed, project top-quality pictures, and operate as a public address system. Other advantages of magnetic recording, according to RCA, are high-quality sound reproduction, maximum flexibility and operating convenience, and savings in time, film, stock and processing costs.

Magnetic Board

A colorful and flexible visual presentation is offered with new equipment developed by Magnetic Merchandising, Inc., New York City. The visual aid utilizes small but powerful magnets that hold signs, ornaments, charts, diagrams and other material on a light gauge metal board.

The magnetic board offers maximum ease in setting up a presentation and allows for simple and speedy



changes. Panels are glare-free and can be used as a chalk board in combination with symbols and charts held firm by magnets. Panels are 18" by 24", weigh approximately 3½ pounds and are formed over heavy cardboard mounted on a wood frame. Frames have matching holders on all four sides for quickly combining panels end-to-end or side-to-side to make a larger board.

Repeater Projector

Two seconds is all the preparation you need to show 400 feet of film—in black and white or color—with the new Moviematic repeater projector, produced by Technical Service, Inc., Plymouth, Mich. Just a flick of the switch after plugging into a 115 volt electrical outlet is all that is required to use the Moviematic.

There is no screen to set up, no shades to draw when using the TSI projector. The unit contains its own built-in screen and has an automatic rewind of its cartridge-loaded



16mm film. When the film has been run through, the projector automatically stops and is ready to run again immediately. This makes it ideal for sales meetings and trade show booth use.

Simple and compact, the projector can be handled easily by anyone without special training. It weighs only 27 pounds and can be set up on a desk or table. It produces clear pictures in daylight. Not much larger than a portable radio, it measures 10" by 12" by 20".

Specialists in CONVENTION TRANSPORTATION

• Turn over your convention transportation worries to Gray Line—experts with long experience in the field—equipped to serve you in important cities throughout America. Give them the problem of furnishing transportation between hotels and convention headquarters. Ask about special charters, sightseeing for conventioners and their wives.

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CHARTER BUSES

LIMOUSINES

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HERE'S 2 EXCELLENT LOCATIONS for your Trade Show—Sales Meetings—Conventions!

Your choice of two famous hotels on fine highways — The Cavalier at Virginia Beach on Ocean Highway — The Jefferson at Richmond, Virginia just two blocks off U. S. Highway No. 1.

Offering you every convention facility... handsome conference rooms... spacious auditoriums... public address system...

beautiful banquet and lovely guest rooms... delicious food... traditional hospitality and service... plus something that makes every convention better — the prestige of a nationally-known, respected meeting place. Write for details!

CAVALIER-JEFFERSON
CORPORATION
Virginia Beach, Va.
Richmond, Va.
Sidney Banks, President



I. W. HARPER stepped out of an ad to tell Schenley salesmen about the intensive selling job he is doing for them.



ANOTHER SCENE from Schenley's film depicts a sandwich man in court. This comedy sequence stresses a sales point for Belmont: increased age.

What Made Schenley Use a Film Instead of Its Elaborate Meeting?

For years Schenley Distributors, Inc., has produced top-flight traveling conventions for its distributors and salesmen. This year a 60-minute color motion picture was substituted. It solved many problems for the company.

Based on an interview with

H. LAWRENCE LAUPHEIMER

National Merchandising Manager, Schenley Distributors, Inc.

When it comes to elaborate sales meetings, few companies out-shine Schenley Distributors, Inc. After years of top-notch dramatic presentations at national meetings, why did Schenley substitute a motion picture this year?

Schenley has a long record of well-groomed meetings for its many distributors and salesmen. The company is believed to be the first to use a complete sales and merchandising presentation made by puppets. The puppet show traveled to 15 cities. Props included a light steel and aluminum stage. Puppets were selected as the medium for the meeting in order to tell key personnel and salesmen what was needed to improve their opera-

tions without offending them. A puppet can say you lack imagination in your sales approach when it's difficult for the boss to say it gracefully. In four 15-minute sequences, the puppets delivered a complete sales and merchandising training message — used every theatrical approach including a puppet strip tease.

A year after the puppet tour, Schenley produced a 90-minute closed-circuit television meeting beamed to 28 markets. Salesmen and distributors were called into TV studios to view the show.

Another year a horse race theme was used with ornate decorations to simulate a paddock and other race-track trappings. Still another theme

at another meeting centered around the company's home office with a replica of the Empire State Building reproduced for the convention tour.

Does a meeting extravaganza pay? (Schenley should know; it produces many of the greatest.) When the question was put to H. Lawrence Laupheimer, national merchandising manager, he answered with the question: "How much is it worth to indoctrinate and stimulate a salesman?"

Here are the reasons Schenley slipped a film into its long chain of elaborate meetings for this year's presentation:

1. Executive time. Because of present competitive conditions in the industry, it is more important to have executives behind their desks or out in the field—rather than attending the regular series of sales meetings.

2. Staging. Anyone can run a meeting that involves showing a film. It requires no trained speakers or props.

3. Site. A film presentation does not need special accommodations. It can be run at any of a dozen convenient places.

4. Handling. Divisional sales managers can book a film to distributors and arrange for showings with ease. It is the handling of a can of film as opposed to a ton of props.

GIANT PHOTO Displays TELL Your Story!

Have you PICTURED your product for an eye-catching exhibit?



ATTRACT crowds!
SHOW your wares!
DRAMATIZE the story!

with RCS Giant Prints as

- MURALS • TRANSLITES
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About the same price as an ordinary sign, Giant Prints are made from your photos or art to your needs, usually in less than a week.

WRITE—Mr. Garrett

RCS STUDIOS

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STate 2-5977

5. Interpretation. A speaker — no matter who prepares the talk—can interpret material and might change a presentation. With a film, no changes can be made. It is presented just as it was prepared professionally at the home office.

6. Schedule. A film can be scheduled during a regular distributor sales meeting. Salesmen need not give up valuable time from their territories in addition to regularly scheduled meetings.

7. Costs. After the initial expenses to produce a film, there are practically no additional costs. There are no banquets, special meeting sites or other unusual expenditures.

Perhaps the most compelling reason for selecting a motion picture this year was the subject to be covered: advertising. How do you convince salesmen that your advertising helps them and they should help the advertising? Schenley tried a film with marked success in answering this problem.

Printed Salesmen

The color and sound film used by Schenley is entitled "Dynamic Salesmanship in Print." Created specifically for salesman consumption, it develops the theme that every newspaper and magazine advertisement, every billboard or car card, every point of purchase or window display is a printed salesman working in behalf of the salesman on the street.

On 16mm motion picture film, Schenley's advertising story runs 60 minutes. Each whiskey in the line is covered individually and completely. The film is a masterpiece of codification. It shows Schenley salesmen exactly what advertising and promotion is behind them for each product in his line.

Company executives speak briefly in the film to introduce the subject and to set the sights of the audience on material to be covered. All actors in the film were professional.

Harry Serlis, president, Schenley Distributors, delivers the opening message in the film. J. E. Farr, executive vice-president, and Dan Goldstein, advertising director, completed the non-theatrical portion of the film. Their messages are short, friendly and pointed.

Working on a schedule of a minute's final film production a day, Schenley spent two months on the project. Roughly 75% of all shooting was done in the company's offices. All retail store scenes were shot in Schenley's display room. So skillful was the

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...where everything for your convention and vacation pleasure is self-contained in this complete resort -- 252 beautiful rooms -- superlative dining -- top entertainment -- olympic swimming pool, private beach and cabanas for your suntime fancy...AND, 6 meeting rooms for groups of 10 to 600...the very finest in convention facilities. Open all year.

STUART L. MOORE
Managing Director



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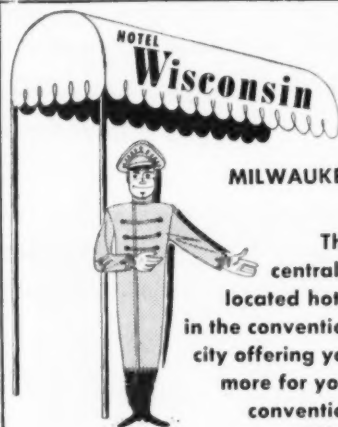
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SERVICES & FACILITIES
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Your Convention
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Sales Mgr.



MILWAUKEE

The centrally located hotel in the convention city offering you more for your convention dollar!

The HOTEL WISCONSIN offers unexcelled accommodations and services for conventions, sales meetings, banquets, and private parties. Ask for our Convention Service Manager... he will be happy to assist you with your plans and place at your disposal all the facilities necessary to make your convention a success.

Your Host,
Jack Goodwin
Manager

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HOTEL WISCONSIN

720 N. THIRD STREET • MILWAUKEE 3, WIS.

photography that it is impossible to detect that a display room rather than actual stores was used for window and counter scenes. Bray Studios, Inc., New York City, produced the film.

Preview for Personnel

Right after Labor Day, 70 key personnel had a preview showing of the film in the home office during the annual Schenley sales and advertising conference. They were then given the film to take to their territories and handle the distribution for their distributor meetings. The top executives who normally travel with a big meeting remained behind—knowing their message would be presented dramatically, accurately and effectively.

It took only three weeks for the films to be distributed and viewed by distributors and all their salesmen. More than 3,000 Schenley salesmen saw a showing of one of the 40 prints made. Scheduling of the film was simple because in the Schenley organization there are 50 16mm projectors in the field.

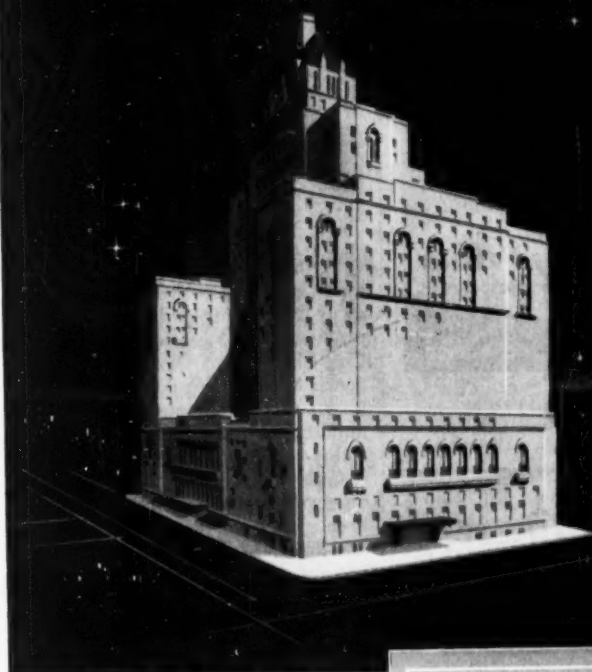
An unexpected use of the film turned up shortly after it was released. A distributor in the Midwest asked if it could be shown at his local advertising club meeting. With the blessing of Schenley it was shown and well received because of its powerful support of advertising in marketing consumer products. Since the first showing to an ad club, similar requests have come in. Not unmindful that, while showing how advertising helps sales, the film promotes Schenley's whiskeys, the company is elated over this unexpected reception. It means its products are being featured prominently at meetings of logical volume customers—at no expense to the company.

Meeting Vs. Film

Since World War II, Schenley has staged a convention tour every year. Before the war two national meetings were often held in one year. Now that a film has been found eminently successful, will national meetings be dropped? "No," says Mr. Laupheimer. You can't replace a meeting with a film every year. This year, conditions, subject matter and all other elements allowed a film to do a complete meeting's job—but it won't work every time. Costs were lower this time, admittedly, but costs alone do not determine what medium to use, Mr. Laupheimer points out. "After all, how much is it worth to indoctrinate and stimulate a salesman?"

An Outstanding Convention!

at the BIG *Royal York* in
Metropolitan Toronto



Only an overnight trip from many U. S. business centers, the largest hotel in the British Empire welcomes big conventions! Grand location in Canada's industrial metropolis... in the center of Toronto's business, theatre and shopping districts.

1200 comfortable radio-equipped rooms... spacious Convention Hall... luxurious Banquet Hall with stage and organ... Ball Room... exhibit, meeting and secretarial rooms... 16 and 35mm sound movies and trained operators... portable P. A. system.

For relaxation, name bands and entertainers... restaurants and coffee shop that serve superb meals. And always, Canadian Pacific's thoughtful, skilled service.

Convention Manager handles all details! Write Royal York, Toronto, or Canadian Pacific, 581 Fifth Avenue, New York 17, N. Y.; 80 Boylston St., Boston 16, Mass.; 39 South LaSalle St., Chicago 3, Ill.; Convention Traffic Manager, Room 801, 1117 St. Catherine St. West, Montreal, Québec.

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Convene in Comfort

Ideal location (nearest the Convention Hall) with luxurious guest rooms, deluxe suites, unexcelled service, internationally famous cuisine and a magnificent dining room overlooking the sea.

The Shelburne has excellent accommodations for small groups or large meetings.

For the ultimate in gracious living and superb facilities, the Shelburne proudly offers its pent-house, "Kenmare Hall" high atop the hotel.

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Joseph M. Hitzel Jr., General Manager
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Products for Planners



Write in gold: You can now personalize any show or convention giveaway in 23-karat gold with a gold foil produced by Wynn Manufacturing Co., Philadelphia. With an ordinary pencil or ball-point pen you can write a signature or any message in gold on almost any dry surface with the new foil.

Gold foil can be used for signatures on paper, plastics, leather, cloth and even glass. Booth visitors at a show can put their own signatures in gold on any giveaway or literature you plan to distribute. On most surfaces the signature in gold is permanent. Gold signatures on giveaways give added assurance that the recipients will keep them.

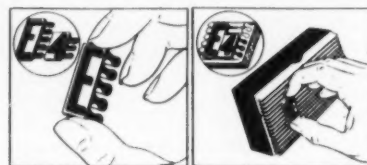
Made in sheets of one or more signature size, the gold foil is cut to order. No processing or special preparation need be made to use the gold foil for signatures. You merely put the foil over the surface to be in-

scribed and write normally on the gold. Your written message is transferred in gold to the surface.

Rubber Stamps: Whenever frequent changes at conventions make permanent stamping and marking devices impractical, the Interchangeable Rubber Base-Lock Type, manufactured by U. S. Rubber Stamp Co., New York City, cuts time consumed by marking and stamping operations.

Where three or more stamping devices are used, only one stamping operation is necessary — eliminating making errors.

Different type faces and numbers of various sizes align in rubber channels on a wide assortment of marking



machines and stamping devices. Sliding of type, irregular and uneven spacing are eliminated as you simply press with one finger and type locks automatically into the grooved rubber surface.

Rubber Base-Lock Type can be used for printing on cardboard, textiles, paper, plastics, or any other material. Type is available in all standard type faces and sizes as well as special logotypes, figures or trademark stamps. Special inks are also available in all colors.

Now Booking Exhibits In Two Mammoth Shows In 1953!

**WORLD MOTOR SPORTS SHOW—MADISON SQUARE GARDEN, NEW YORK
—FEBRUARY 21st to MARCH 1st—**

**NEW ENGLAND HOME SHOW, MECHANICS HALL, BOSTON, MASS.
— APRIL 18TH TO 26TH —**

Supervised and Directed by **FRED PITTEA ASSOCIATES INC.**
 527 Fifth Avenue, New York 17, N. Y. MUrray Hill 7-7252
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 CABLE: "PRIORTY" N.Y.



EXHIBITS FOR SALES MEETINGS are made available by some media. This *Newsweek* exhibit was on display for the Achievements Club meeting of Dictaphone Corp. executives.

Let Your Media Handle Ad Sessions at Meetings

They sold you on advertising with them so why not let them tell how your advertising is working to help your salesmen? Most media have speakers, exhibits, kits and other paraphernalia available for company meetings.

BY GEORGE VALLENDER

Field Merchandising Manager, Newsweek Magazine

Every year — as regularly as Ground Hog Day—sales managers from coast to coast are confronted with the problem, "What do I do at this year's sales meeting?"

And then they're off. Speeches are written, charts and displays made, skits produced. Everyone is brought into the act—top management, advertising manager, sales promotion manager, merchandising manager, advertising agency and almost anyone else who has something to do with servicing the sales department.

But strangely enough, many companies overlook a good bet for their sales meeting programs in the form of the advertising media that they use—perhaps because they view media

just as purveyors of "white space."

Yet, advertising media are a part of a company's sales team, and they have much more than a passing interest in the success of a company's advertising effort—and, more important, the success of its sales effort.

So why not plan to include advertising media on your sales program? It's a logical development when you ask yourself who should know better how to explain their function—and the value of your advertising that runs with them—than the media themselves. Here's a trained group of available specialists who are more than willing to help you plan your meeting to make more sense to your sales organization from an advertising standpoint.

What can these advertising media specialists do for you? They can interpret their editorial function to your salesmen. They can delineate their market, pointing out its strength for your product. They can single out sales territories and prove the kind of support that they give in those territories. They can explain how advertising works on the basis of past experiences of other advertisers. They can show distributors how to put this advertising to work in their communities. In short, they can do plenty to enthuse your sales organization about your advertising and about the media that are carrying it.

Specific Helps

Since advertising media include magazines, newspapers, radio and TV, some of which are beyond my ken, my suggestions are confined to specific helps that magazines can lend to your meeting. These I place in three categories: program acts, sales exhibits and promotional giveaways.

Here, briefly, are some of the possibilities that fall under those headlines:

Sales representative. If you're going to have people speaking on their feet about advertising during a sales meeting, the sales representative who sold the media to the company must know what he's talking about or you wouldn't have invested your money with that publication in the first place. He can explain basic concepts of his magazine, the people who read it and where circulation is located. This is fundamental information and can help command more respect for the publication; hence, more respect for your advertising.

Every salesman is interested in knowing how he can turn this advertising to personal advantage. A media representative usually can give specific suggestions—based on the experience of some of his other advertisers—on how this advertising may be sold to dealers or how to introduce it into a conversation when talking to a customer, not necessarily a dealer.

Top editor, writer or illustrator. To add some glamour to your meeting, it is sometimes possible to secure a member of the editorial staff who, by talking his specialty, can bring the medium to life and take the audience backstage to see what makes a publication tick.

Special presentations. Many publications have props or displays built especially for presenting their story to a sales-force audience. These run

**A
FLOOR
DESIGNED
ESPECIALLY
FOR EXHIBITS
SHOFLOOR**


A quarter-inch thickness of interlocking rubber tile with resilience that means a world of foot and leg comfort. Banishes show fatigue. Keeps salesmen smiling and alert for orders.

**LOOKS SMART/
LASTS FOR YEARS/
EASY TO LAY/
EASY TO REPACK/
FITS ANY SPACE/**

Distributed exclusively by
LEWIS BARRY
53 Park Row, New York 38, N. Y.
and 404 E. Baltimore Pike
Lansdowne, Pa.

Exhibit builders and creators of
FLEXIBIT
the finest packaged display in the field

hold
your
next
meeting
at the



**La Salle
HOTEL**
LA SALLE AND MADISON
CHICAGO

Teletype
CG 28

- Complete facilities adaptable to any type of function
- Personalized attention to every detail
- Convenient to railroad terminals
- Located in the center of downtown Chicago
- Gracious, modern atmosphere, plus traditional LaSalle hospitality

WRITE FOR ROOM CHARTS, FLOOR PLANS AND FULL DETAILS

A. M. QUARLES
VICE PRESIDENT
AND GENERAL MANAGER

M. P. MATHEWSON
SALES DIRECTOR

the gamut from the simple straightforward flop-over—with special pages pointing up the significance of the market for your line—to elaborate and complicated devices that have been designed to tell the story graphically and forcefully. Usually the magazine has one man trained for this job, and his routine is professional and polished enough for the most exacting sales manager.

Panel sessions. When a sales manager wants some give and take in his meeting, he can include a media representative on a panel to answer questions that every salesman has about the worth of the company's advertising to him in his territory.

Slides or films. In almost every publication's repertoire is some form of slide film or strip film with live or packaged sound or possibly a motion picture. They offer the program planner a change of pace. These visual tools are highly effective when integrated with other techniques to give a balanced sales meeting.

Magazine Advertising Bureau film. Magazine Advertising Bureau, an association supported by leading magazine publishers, has produced a Kodachrome sound-track 16mm motion picture with a Hollywood cast and animated sequences. Titled "A Magazine Story," this 24-minute film was produced exclusively for demonstrating to salesmen, distributors and dealers how and why magazine advertising works for them. In addition, a 16-page illustrated booklet built around the film is available without charge for distribution to the audience. From all reports to the MAB, this film is having successful showings at advertiser sales meetings because it tells a very pointed advertising story—in a form that salesmen can appreciate and digest.

Exhibits. The part a publication can play in your program isn't limited necessarily to the sessions when your salesmen are subjected to hard-backed chairs and hard-hitting speakers. There's a spot for publication exhibits wherever your salesmen are likely to gather when the formal program isn't going on—at the entrance to the room where you hold your sessions or in the place where they convene for cocktails or meals. These exhibits might be:

1. Blow-ups. Simple but effective blow-ups of your current ads tied in with a blown-up cover of the magazine can make a dominant impression on your men.

2. Circulation charts. By overlapping magazine circulation on a map of sales territories, you can create interest on the part of salesmen regarding the advertising messages

MORE FOR YOUR CONVENTION DOLLAR

Attractive Rates for
All-Year-Round Dates
Full-Time Competent Convention
Staff

John L. Sullivan
Dir. of Sales
ATLANTIC CITY 4-1251

MORE CONVENTION SPACE

Our own Westminster Hall, 12 private assembly rooms seating 50 to 1500; 34,600 sq. ft. for exhibits, shows, conferences. Private entrances, 4 registration rooms, checking rooms.

MORE CONVENTION FACILITIES

Sleep 750; Banquet accommodations in Westminster Hall 1200, in Wedgewood Room 600; P.A. System, stage, motion picture booth, fine acoustics.
All main floor rooms. Parking.



Hotel Chelsea

ON THE BOARDWALK ATLANTIC CITY
Air-Conditioned Cocktail Lounge & Grill
Largest Music Bar in Atlantic City
Sun Decks—Ocean Water Baths—
Unexcelled Cuisine at Moderate Prices

**5 KEY CITIES
in the SOUTH
GREAT DINKLER
HOTELS**

for
MEETINGS
of every type

in Atlanta
the DINKLER-ANSLEY

in Birmingham
the DINKLER-TUTWILER

in Nashville
the DINKLER-ANDREW JACKSON

in Montgomery
the DINKLER-JEFFERSON DAVIS

in New Orleans
the ST. CHARLES

For full information address
Convention Manager, Dinkler Hotels
The Dinkler-Ansley, Atlanta 1, Georgia

SOMETHING NEW
has been added!

Now available at group rates... one of the world's fabulous resort-estates offering Miami Beach's finest convention facilities... conveniently located... magnificent pool and cabana colony... meeting and dining rooms for 25 to 400 persons... air conditioned... American or European Plan.

Write
Direct

SEA ISLE

ON THE OCEAN AT 30th STREET
MIAMI BEACH



SUCCESSFUL CONVENTIONS

We specialize in them. Meet here, where the atmosphere and facilities will help you get things done. Numerous charming meeting rooms, from the St. Denis Room—seating 400—to smaller ones for groups of 25 to 100. Make luxurious, modern Hotel Dennis your base of operations for enjoying all the pleasures this peerless resort affords. We're just three minutes up the Boardwalk from Convention Hall. Write today for full information and our convention brochure. Or telephone your reservations to Atlantic City 4-8111.



Hotel DENNIS
Boardwalk at Michigan Avenue
ATLANTIC CITY

that are going into their markets and covering their customers.

3. Booth display. Many publications own exhibits that they use themselves at trade shows. These exhibits usually portray the scope of the magazine, display its impact and often can be personalized to include a section on your company showing how it fits into the magazine's selling scheme.

Promotional giveaways. In every publication's bag of tricks, there are giveaways in the form of literature or novelties that can be valuable to your sales force. Some of these, printed up especially for the advertiser, are charged at cost. In this category would come such things as:

1. Magazine copies with book-marks. Nothing takes the place of a product, and if it is possible to schedule one of your advertisements during sales meeting time, you can get a good merchandising lift from your ad and from the publication that carries it. A copy of the publication can be given to each salesman.

2. Ad reprints in cover folders. Your whole campaign can be packaged in cover folders supplied by the publication. This is a highly workable package that tells the story and gives the salesman something he can take away from the meeting—perhaps to use on his customers.

3. Special Promotional literature. In promoting itself to advertisers, all publications have pamphlets that sum up their purpose or perhaps give additional information on facets of their market. For instance, *Newsweek* has done a study on the travel habits of its readers. This was done to convince travel advertisers to use *Newsweek*, but one company liked it so well that it secured quantities for its salesmen to demonstrate to travel agents why this company was using *Newsweek* and what it meant to the travel agent.

4. Kits, sales manual sheets. To make it easy for salesmen to use publication information, some magazines have prepared kits of literature about the publication on sheets that can be slipped into a sales manual. By giving these away at a sales meeting, it definitely gives salesmen an action to take with your advertising—and that certainly is a welcome result for a sales manager.

These, then, are some of the things that your advertising media can do to assist you in interpreting your advertising to your salesmen. Undoubtedly you can dream up many more. The main thought is to include your media in your show and you've added another link in the effective merchandising of your ad-

it's no LINE

*Our Reputation
speaks for itself*

When Exhibits is the question...
STRUCTURAL is the answer

**NEW! A CUSTOM BUILT
EXHIBIT ON A RENTAL BASIS**

- Assured Individuality
- Economical—will fit Any Budget
- Tailors to Your Specifications
- Accommodates any Booth Size

Write us today, no your letterhead, for details

EXHIBITS • INDUSTRIAL SHOWS • MERCHANDISING DISPLAYS

STRUCTURAL DISPLAY Co. Inc.

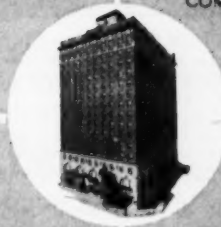
44-01 17th St., L. I. C., New York

Stowell 6-7470

MEET "down South"
IN
MEMPHIS

COMPLETE
CONVENTION
FACILITIES

MODERN
ATMOSPHERE
AIR-
CONDITIONED
COMFORT

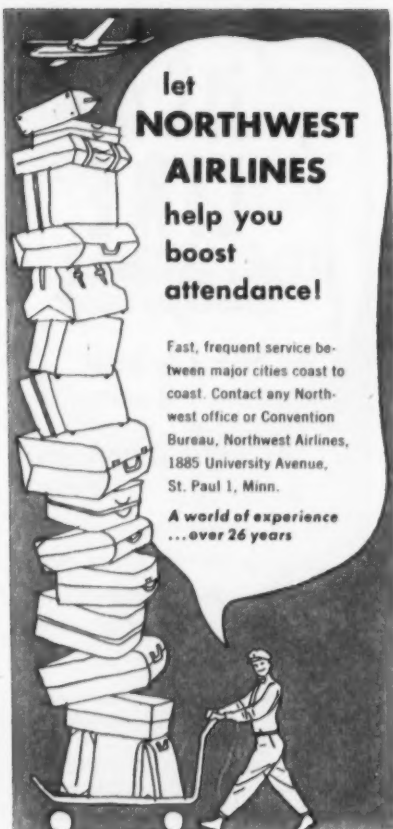


AIR-CONDITIONED
MEETING ROOMS
SEAT CAPACITY
25 TO 600

DINING & DANCING
NIGHTLY
*EXOTIC
BALINESE ROOM
*MAGNOLIA ROOF

**HOTEL
CLARIDGE**
(ONE BLOCK FROM MUNICIPAL AUDITORIUM)
400 ROOMS 400 BATHS

SCOTT J. STEWART,
MANAGING DIRECTOR



let
**NORTHWEST
AIRLINES**
help you
boost
attendance!

Fast, frequent service between major cities coast to coast. Contact any Northwest office or Convention Bureau, Northwest Airlines, 1885 University Avenue, St. Paul 1, Minn.

**A world of experience
...over 26 years**

HUNTING CONVENTION GAGS? HERE'S BEST OF THE YEAR!



CANTON, O. — Cleverest convention gag made is the rib-tickling new Hangover Kit® by Dyer Products Co. of Canton.

Ideal give-away gift for conventions and sales meetings, the Hangover Kit® provides many a chuckle for the boys who sip one too many at out-of-town conventions!

What's in it? Tomato juice, a washcloth, aspirin, Alka-Seltzer, chewing gum and mints — in short, everything for a hangover!

Each Hangover Kit® comes in a 2-color polyethylene bag packed in a gold gift box, with space for your name and selling message. They're only \$14.40 per case of 24, f.o.b. Canton, Ohio.

So, order now! Let your customers and salesmen in on the fun. Get Hangover Kits® for your friends at the next convention. Watch 'em howl!

DYER PRODUCTS CO.
514 2nd St. S. W., Canton, Ohio



THEATERS COAST TO COAST carried the first closed-circuit theater TV sales meeting for James Lees and Sons Co. Colonial Theater was one of two used in New York City.



MAJESTIC THEATRE LOBBY, Dallas, like others on the closed circuit, was used by Lees to display actual carpet samples that were shown on the black and white TV screen.

Will Theatre TV Replace Regular Sales Meetings?

James Lees and Sons Co. staged the first theater television sales meeting. What is the prospect for this medium now that it has been put to the test? Six requirements must be met to use theater television effectively for meetings.

Now that the smoke has cleared, after the boom of big promotional cannons, what does the future hold for theater television as a sales meet-

ing medium? How widely will it be used? Will it make inroads on the conventional sales meeting?

James Lees and Sons Co. staged

the first theater television sales meeting in history when its 60-minute show reached 18 theaters in 17 cities last month. Lees TV meetings were to be followed up by a larger theater network for a dealer meeting by Bendix, home appliance division of Avco Mfg. Corp. Bendix was to originate an hour program from the Garrick Theater, Chicago, and was to beam it to 40 cities with an anticipated audience of 100,000 dealers, distributors, salesmen and guests.

Bendix Cancelled

Both events were heavily promoted. Bendix watched Lees show with great interest. Less than a week after the Lees meeting, Bendix cancelled its TV conclave. After weeks of program planning and arranging for circuits to 40 cities, Bendix called off the event (scheduled Dec. 30) because it hit too closely to New Year's Day, according to an announcement. Falling in the middle of the holiday season, the meeting would not get attention warranted, it was indicated.

Was that really the case? Did the inaugural program of theater TV for meetings by Lees Carpets make Bendix change its mind, or was it really the bad date?

James Lees got the jump on the rest of the country with its historic use of Theatre Network Television, Dec. 8. TNT is the organization that has promoted some 16 closed-circuit theater telecasts for fights, speeches and, most recently, opera. Originating in NBC television studios, New York City, Lees' sales meeting presented highlights of the company's plans for 1953.

Theaters already equipped for television projection were put on the TNT circuit in 17 cities and Lees' dealers, salesmen and press were invited to the new kind of sales meeting. Press coverage of the event was heavy in advance of the show. To assure heavy coverage after it, Lees staged a pre-show conference for its salesmen in the Waldorf Astoria to brief them on press relations. Each press member who was invited to the TV showing was assigned to someone in the Lees Co. The Lees salesman or executive escorted his press guest to the Guild Theater, New York City, via chartered bus, and returned with his guest to the Waldorf for a luncheon and preview of Lees' new line for 1953.

There were mixed reactions to theater television presentation itself. Transmission was imperfect in many of the 17 cities. Even at the Guild

Unusual but True... at Western Hotels, Inc.

84% of Western Hotels' Guests
Travel for
BUSINESS Purposes...

CONVENIENCE, FACILITIES, GOOD FOOD
AND PROMPT SERVICE MAKE WESTERN
HOTELS FAVORITES FOR BUSINESSMEN
OF ALL OCCUPATIONS.

71% OF OUR GUESTS
SPEND A MONTH OR
MORE A YEAR IN HOTELS
—TRULY THEIR "HOMES
AWAY FROM HOME."



It is also unusual but true... that any of the following **WESTERN HOTELS** will make reservations for you by "HOTELETYPE" in any of the others without charge:

LOS ANGELES, MAYFAIR	SEATTLE, NEW WASHINGTON
SAN FRANCISCO, SIR FRANCIS DRAKE	BENJAMIN FRANKLIN
SALT LAKE CITY, NEWHOUSE	ROOSEVELT
PORTLAND, MULTNOMAH	MAYFLOWER
BILLINGS, BENSON	TACOMA, WINTHROP
BILLINGS, NORTHERN	VANCOUVER, B.C., GEORGIA

For a convenient Western Hotels **CREDIT CARD**, write: Credit Manager, Western Hotels, Inc., New Washington Hotel, Seattle, Wash. or 160 Central Park South, New York, N.Y.



Come To The
CASABLANCA
Greatest
Convention Value
in
MIAMI BEACH
COMPLETE
Convention Facilities

Experienced Convention & Publicity Staff
AIR CONDITIONED THROUGHOUT

300 Luxuriously Appointed Rooms, Suites & Penthouses.
Several Conference Rooms seating from 20 to 600 persons.
Superb Banquet Facilities serving the Best in Cuisine.
Dining Room • Coffee Shop • Cocktail Lounge.
Club Morocco featuring Dancing & Entertainment Nightly.
Magnificent Cabana Club & Olympic Swimming Pool.

Combine a Wonderful Vacation With Your Convention



THE Casablanca

ON THE OCEAN AT 63rd STREET, MIAMI BEACH

Jack Parker,
Managing Dir.



International Amphitheatre

Home of the Chicago National Automobile Show — Chicago International Sports and Outdoor Exposition—Sonja Henie Ice Revue—International Live Stock Exposition—International Kennel Club Dog Show—The Chicago Home of the National Metal Exposition—International Heating and Ventilating Exposition.

260,000 Sq. Ft. Exhibit Space

Individual Halls

4,000 to 55,000 Sq. Ft.

•

ARENA SEATS 12,000

Air Conditioned

Many Smaller Meeting Rooms

•

Free Parking for 4,000 Cars

15 Minutes from Loop Hotels

•

International Amphitheatre

42nd & Halsted Chicago 9, Ill.

A-D-V-E-R-T-I-S-E-S

(Trade Mark)

MAKE EXCELLENT BUSINESS PROMOTIONS

That's the verdict of many outstanding concerns (foods, feeds, industrial, beverages, insurance, etc.) who have proved they are "tops" for Good Will building at conventions, sales meetings, product promotion, anniversaries, salesman identification, merchandise shows, etc. . . . "Adver-Ties" are smart and individual Ambassadors to tell your "best" advertising story in a refined and subtle manner. . . .

MADE SPECIAL TO ORDER

"Adver-Ties" are NOT stock ties, but made individual to requirements—designed with illustration of product, trade mark, or slogan. . . .

"Adver-Ties" are produced under exclusive patent, made of highest quality material and hand-tailored by "tie experts" with 32 years experience. QUANTITY LOTS SUPPLIED at nominal cost. . . . State needs and enclose samples of your adv. matter. . . . Details and prices will be promptly sent. ALSO REGULAR TIES—large assortment. Ties individually packaged and labeled.

AMERICAN NECKWEAR MFG. CO.
(Dept. SM) Phone WEster 9-2872
320 So. Franklin St., Chicago 6, Illinois

Theater, close by NBC studios, reception was not up to home-TV standards let alone motion picture technical standards. Reception depended upon the individual theater into which the program was "piped." If the theater had new TV equipment and the projectionist was skilled, the presentation was sharp and clear.

Program-wise, aside from a single illusion of a desk and executive borne through the air on a "heavenly carpet by Lees," the meeting was ordinary fare. Lees President Joseph L. Eastwick told dealers of the company's capital expenditure plans of \$5,500,000 in the next 18 months and past expenditures of \$1,700,000 in 1952.


Triple Play on Slogan

J. H. McFarland, vice-president in charge of carpet sales and marketing director, opened the program with the company's 1953 sales slogan "Today, Not Tomorrow." Initials of the slogan, TNT, were given triple play: as abbreviation for dynamite, Theatre Network Television and the slogan itself. It was Mr. McFarland who for a few brief seconds floated across the screen on a carpet.

Vice-President Russell C. Gelbert spoke briefly of the company's new warehouses and Wert Faulkner, manager of the company's Glasgow, Va., mill spoke of standards of quality maintained at the mill. Harold Dayton, director, styling and design, showed new carpets in Lees 1953 line. Curvacious models walked down heavily carpeted steps and carried carpet samples in this sequence.

Real meat of the show was provided by Fred J. Lehnertz, general sales manager. He revealed the home sales program developed and tested by the company in cooperation with several department stores. Mr. Lehnertz disclosed that stores closed carpet sales with shoppers on an average of only three out of 10 persons, while salesmen wrote sales in approximately seven out of every 10 homes they visited. This was confirmed in a two-day conversation from the Stanley Theater, Philadelphia, where Fred Schimpf, secretary, Hummel's Furniture Store, Pottsville, Pa., was picked up by the TV camera. Samuel J. Cohen, director, The Hetch Co., Washington, D. C., in a similar two-way, two-city conversation told how his store set up a basic stock program, utilizing Lees' warehouses to back up his store stock.

Kate Smith was cut into the telecast from the Hudson Theater, where she was rehearsing, to tell Lees' re-



THE CLARIDGE HOTEL


ATLANTIC CITY
'TOPS' FOR CONVENTIONS

Seventeen meeting rooms—climaxed by Trimble Hall—provide facilities for groups of from 25 to 950 persons. Exhibit space of approximately 12,000 square feet is available, serviced by heavy-duty elevator.

A choice of 400 spacious rooms—majority overlooking the ocean—each with private tub and shower, fresh and sea water—music for dancing twice daily.

GEORGE B. BRUNI
General Manager
ADA TAYLOR
Director of Sales
STANLEY B. CAMPBELL
Sales Manager
Telephone Atlantic City 5-1271

*THE SKYSCRAPER
BY-THE-SEA*



in MIAMI BEACH

Finest SALES MEETING FACILITIES

MEETING ROOMS TO ACCOMMODATE
25 TO 450 PEOPLE

EVERY ROOM AIR CONDITIONED WITH
INDIVIDUAL CONTROL

TWO GREAT DINING ROOMS FAMOUS FOR
THE EXCELLENCE OF FOOD AND SERVICE

MUSIC FOR DINING AND DANCING

COCKTAIL LOUNGE WITH ENTERTAINMENT

FREE PARKING

PUBLICITY COOPERATION - WELL TRAINED
CONVENTION STAFF - AMPLE DISPLAY SPACE

NEAR GOLF COURSES, TENNIS COURTS,
FISHING, SAILING, RACING, THEATRES,
NIGHT CLUBS, SHOPPING CENTERS

SPECIAL RATES

Address your inquiries to
GORDON JESSO, Manager

 **HOTEL
Martinique**
POOL • CABANA CLUB
ON THE OCEAN AT 64th ST.

tailers she would inaugurate a series of 39 programs for Lees over NBC starting on the very same day as the TNT program. After introducing Kate Smith, Homer H. Evans, Jr., advertising and promotion manager, explained the firm's advertising program for next year.

Capacity audiences saw the show in most cities. Snow, however, cut the audience in Salt Lake City to just 85 dealers. In some western cities, dealers traveled as far as 600 miles to see the program. At least one city, Atlanta, Ga., was added to the circuit almost the last minute. The circuit to Atlanta was rushed to provide facilities for the theater-TV showing of the opera, Carmen, originating out of the Metropolitan Opera House, New York City, and was completed in time for the Lees meeting.

In the rear of each theater on the circuit, Lees displayed actual carpet samples in its new line. Outside, in front of the theaters, Lees parked new station wagons equipped with carpet sample packs designed for selling carpet in customers' homes.

Advantages

What were the advantages of producing a theater-TV meeting for Lees?

1. Impact: Lees told its new product story and new sales message to all its dealers all over the country at the same time.

2. Publicity: Heavy press coverage was assured because of the event's being a "first."

3. Time: Company executives were required at a single meeting and not at 17 separate meetings around the country.

4. Tie-ins: Theater TV tied in well with the announcement of Lees' use of television in its new advertising program. The event coincided, too, with Lees' annual three-day sales meeting for its own salesmen.

Requirements

Based on Lees' use of theater TV, how widely may we expect to see this medium used for sales meetings? Before there is any real swing to theater TV, these requirements will have to be met:

1. Transmission: Equipment and technicians will have to produce top quality pictures on the screen in every city on the circuit. When the novelty of theater television wears off, blurred

or out-of-focus reproduction won't be well received by those attending a meeting.

2. Programming: Presentations will have to be polished. More rehearsals will be required. While the novelty of the medium today will cover for flaws, it won't tomorrow. Expenses involved in the medium dictate that ordinary meeting programming must give way to something approaching scientific meeting planning. Plenty of visual demonstration rather than talks must be used. The same techniques that make good television fare for consumer consumption must be used for the conferences. This means originality in visual presentation.

For Large Groups

3. Audience: Theater TV is most effective (financially) for large groups in distant places. Hence, anything less than a dealer audience generally wouldn't pay.

4. Subjects: Program material must warrant the expense of the medium. Unless the dealers feel their trip to the theater is justified, they won't come. Something new and worth-while must be presented. Lees had it in announcing its new line, its home-sales plan and its entry into television advertising.

5. Promotion: Heavy promotion is required to fill theaters. Half-filled theaters are psychologically bad. Crowded theaters make dealers feel the event is important.

6. Relations: Theater TV is impersonal. There is no contact between the audience and the company. Speakers and actors get no reaction from the unseen audience. There can be no interplay between the audience and company representatives. If a meeting is staged to present a new idea, new product or new sales approach, theater television might be the best medium to reach dealers. However, if you want your meeting to produce an immediate reaction from your audience, theater TV will not get it.

Even the most optimistic proponents of theater television do not expect to make any heavy inroads on national sales meetings. It is a medium that has many advantages for particular meeting situations. You may expect to see more and more dealer meetings via theater television. The meetings generally will be top quality. They'll have to be to get results commensurate with the expenses involved.

Theater television will be added to a company's meeting techniques but will never replace any appreciable portion of its sales meetings.

IN NEW YORK CITY

Specializing in "smaller" meetings up to 150

More and more organizations are learning that the "smaller" meetings are most successful when held in a first-class hotel which specializes in "smaller" groups. At BEEKMAN TOWER you receive the UNDIVIDED attention of an experienced staff... where every member, from manager to houseman, is sincerely interested in making YOUR meeting a success.

Quiet, friendly atmosphere... ideal for group concentration. Delicious food... reasonable prices... excellent service. A beautiful ballroom - 5 handsome meeting rooms.

BEEKMAN TOWER Hotel

49th St. and 1st Ave.

A convenient location... overlooking East River. A few blocks from MIDTOWN... yet removed from its distractions.

26 STORIES • 400 OUTSIDE ROOMS

A beautiful resort hotel



Golf and beach at the door!

The Coquina has its own private beach where guests may enjoy luncheon and cocktails as they bask in the sun *plus* the added convenience of an 18-hole golf course at the door.



The COQUINA

ORMOND BEACH, FLORIDA
Mrs. Walter Bovard, Owner-Manager
NEW YORK RESERVATION OFFICE:
630 FIFTH AVE., CIRCLE 6-6820

"TY-ADS" by SPARKY

**BILLBOARDS
THAT WALK,
TALK
AND SMILE...**



CONSTANTLY SELLING YOUR PRODUCT!

- One Tie or Ten Thousand
- Four-in-Hands or Sows
- Beautiful Full-Color Reproductions
Original Designs Trade Marks
All-Over Patterns or Spot Ads

A full range of colors, materials and reproduction processes (including hand painting, screen printing, application and discharge).

All ties designed and produced in our own plant, to meet your exact specifications, to fit your particular purse and purpose.

A COMPLETE PRICE RANGE

Phone . . . Wire . . . Write
FOR FREE DESCRIPTIVE CIRCULAR



SPARKY

Specialties, Inc.

Sales Promotion Media

481 MILWAUKEE AVE. CHICAGO 10, ILL. MONROE 6-7814

HISTORIC

Williamsburg
VIRGINIA



A distinguished
setting for
meetings
conferences, forums

For groups of 10 to 300 persons beautiful Williamsburg offers conference delegates and their families an opportunity of combining business with an enjoyable holiday in this uniquely restored community. Here, where great patriots proclaimed our American faith there is something of interest for everyone—tours through the Governor's Palace, the Capitol and other famous exhibition buildings, 18th century gardens, golf, tennis, cycling.

Fine cuisine, excellent accommodations and true Virginia hospitality contribute greatly to the success of every meeting held in Williamsburg.

Williamsburg Inn & Lodge

For descriptive booklet and information write:
Grant M. Washburn, Williamsburg Inn, Williamsburg, Va. or call N. Y. Res. Off., Circle 6-8896.



Exhibit Clinic



BY D. I. SPLAY

Show Literature

Why to and why not to give away literature at a trade show was discussed by L. H. Geyer, Advertising Department, Ingersoll-Rand Co., at the Exhibitors Advisory Council meeting last month. Mr. Geyer offers these three reasons for distributing literature at a show:

1. To promote the introduction of a new product.
2. When the name or product is not too well known in the field covered by the show.
3. As part of an intensive sales program.

It is not advisable to distribute literature under the following circumstances:

1. When your company is one of many offering the same products at a show.
2. When literature is aimed at technical people who are in attendance at a show. Technical people will not carry literature; they prefer to have it sent to their offices or homes.
3. When literature is expensive. Expensive literature is cheapened if you distribute it freely at a show. It is far better to mail it upon request.
4. When you want visitors to stay in your booth to hear your story. When you hand out literature, you make it easy for a visitor to walk into your booth, get a piece of literature and duck out before you get a chance to demonstrate anything to him. You're at the show to demonstrate, and nothing should be done to prompt visitors to leave your booth quickly.

Exhibit Design

Adkins Lowell, McGraw-Hill Publishing Co., told the EAC audience that problems of exhibit design can be compared with business-magazine advertising. "A first basic element in a good magazine advertisement is its layout," he points out.

"The layout first attracts the reader's eye, and establishes the advertisement's character and appeal."

"All media research shows that the big, well-balanced, colorful layout has the greatest ability to attract readers—and particularly so if it features a big illustration: the bigger the illustration the better."

"The general design of an industrial display corresponds to an advertising layout. It first attracts the eye, and establishes the character of your exhibit. The bigger it is, and the more colorful it is, the better job it will do for you. And when you use illustrations in its design, keep them just as big as possible. It is much better for you, I believe, to use a really big photograph of your product than 20 small ones that no one can see from the aisle. Never let your display be bland. Give it guts."

Pointing out that the second basic element of good magazine advertising is the headline, Mr. Lowell declares that it is the place where "you give a prospect an important reason why he should stop and find out more about your product from the detailed copy that follows."

Say Something Important

"In exhibit displays," he points out, "your headline opportunities run all across the top of your background. Here in letters 12 or more inches tall, you have the opportunity to say something really important about your product—and in the specific terms of a customer's selfish interest."

"All too often, however, this invaluable space carries nothing but the name of your company. More often than not, this space says simply: Glotz Gear Works . . . and the prospective customers say, 'So what?'"

Suggesting strongly that exhibitors consider the importance of headlines on their exhibits, Mr. Lowell counsels that headlines should "sell something other than the company's name." He suggests that exhibit head-

ers "make show visitors want to know more about your product while they are still a hundred feet down the aisle." Headlines should have so much "you value" in them—in such big and prominent letters—that the show visitor will pass "Glotz Gear Works" by in favor of spending more time with you.

Cautioning against the use of cheesecake in a booth, Mr. Lowell says: "Frankly, there is no product you can show me so wonderfully intriguing and masterfully designed as the lovely young lady of shapely calf and curving torso who pins a boutonniere in my lapel, or coyly suggests I play a game with her at your counter. I love her dearly—too well, I am afraid, to have the slightest interest in any other product you may simultaneously have on display. The use of her, or any other device extraneous to the actual sale of your company's products, is to me an admission that you question your abilities as an exhibit planner."

Aims of Designers

Exhibit designers, traditionally revolutionary in their approach to visual presentation, are still out in front in the development of functional design. Display builders' exhibits at the Exhibitors Advisory Council conference gave evidence of the direction in which designers are headed.

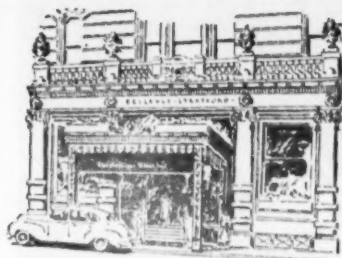
Current aims of designers are to produce exhibits with greater sales impact and to create exhibits that are easier to handle—simpler to erect and dismantle.

Stronger but Less Weight

Among the innovations in lighter and stronger display material is Ivelite exhibit panel, produced by Ivel Corp., Long Island, N. Y. A new process of manufacture has made possible copy or product panels in an exhibit that are 36.16% lighter, 12.3% stronger and 33.3% thinner. Ordinary background panels take up 40 cubic feet in shipping while the new panels require less than 27 cubic feet. The saving in shipping weight and size means less shipping costs. The light panels make erection, less fatiguing.

The general trend toward making the setup of an exhibit easier was much in evidence at the EAC meeting. DeVorn Displays Corp., Cleveland, demonstrated an extension of the self-contained display idea that does honor to the ingenuity of the ex-

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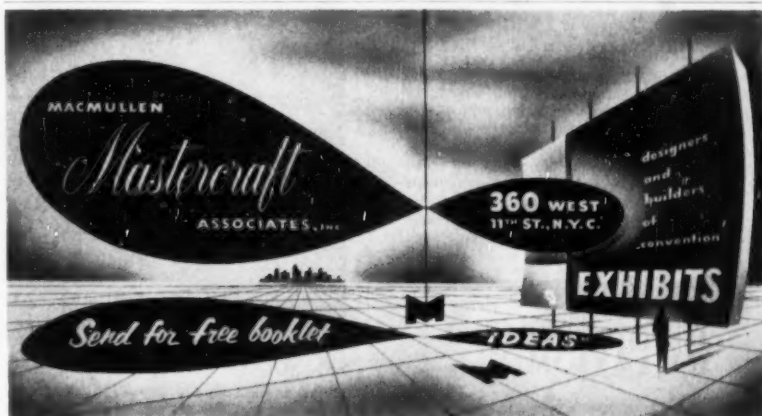


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and copy panels, storage areas and
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into the self-contained unit. Folded
up, the display is said to be more dur-
able in shipping than an ordinary dis-
play packed in its display case.

No Bolts, No Screws

Another approach to easier exhibit-
ing is made by Design-Built Studios,
Inc., Long Island, N. Y. Its new
light-weight and compact unit is
called Duraflex. Invented by Robert
P. Murray, production manager, De-
sign-Built Studios, Duraflex utilizes a
supporting structure of seamless steel
tubing with welded joints. There is
not a single bolt, screw or wing-nut
required to set up a Duraflex. Basic
engineering principles of leverage, sus-
pension and steel spring tension are
used.

Flexible in coverage and suitable as
a module unit, Duraflex is adjustable
from eight to 12 feet. Special clip
attachments to the center perforated
panel of the unit allow product and
copy arrangements to be instantly
changeable. The perforated panel pro-
vides 18 square feet of display area at
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shelf provides six square feet of litera-
ture and product display space.

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Stop Lecturing: Your Audience May Have Better Ideas Than You

It is a good idea to share decisions with your salesmen. It is imperative when you run dry on meeting subjects. Your informal approach doesn't make a lecture more palatable. Replace it with an idea-sharing sales conference.

BY PLASCO G. MOORE

The other day a sales manager lamented, "I wish I had some new ideas for conducting sales meetings. I have told them what to do so many times and how to do it—I even get tired of it myself. And what is more important, it doesn't seem to get results any more." The frank answer to him is: "Why don't you quit trying to *hog the show* and give your employees a chance to say something."

This sales manager had been making the same mistake that hundreds of others make each day. Between meetings, he made notes of all of the errors of which his salesmen were guilty. He jotted down all of the infractions of the rules and he noted all evidences of inefficiency. From these notes, he planned his "attack" on his victims for the next meeting. As time went by, he found that his notes followed more or less the same pattern for each meeting and he felt that he was not getting results. He couldn't change his notes in an effort to change the pattern of his meetings because, always, the same problems seemed to demand attention. So, he started to shout just a little louder each time in an effort to attract more attention.

After just so much of this, his salesmen could actually memorize his discourses and they would "drag" themselves into meetings with the thought, "Well, guess we will hear some more of the same old stuff today."

No football game was ever won by the coach alone. It takes the work of each player on the team to win. Furthermore, the coach cannot "lecture" his team into winning a game. He must use techniques that inspire

each player to get into the game. Similarly, the wise sales manager uses meeting techniques that create enough interest among his salesmen to inspire them to get into the meeting.

By so doing, they become contributors. Now you cannot fully contribute to anything unless you have an interest in it. If you do have an interest, it is because you are permitted to put something into it. For these reasons, the conference-type sales meeting is most effective.

In such meetings, the salesman is coaxed into participating. Although you may know the answers to some problems that come up for consideration, in the conference-type meeting you will pretend *not* to know the answers. When this happens, your audience begins to think up various solutions to the problem. And many times some of them have better ideas than you. You can then proceed to take ideas offered by members of the group and lead the group as a whole to agree on the *one solution* that seems to be most effective. When this happens, you have succeeded in exciting "team work" on the part of your salesmen who become highly enthusiastic about their *own* solutions and go forth from the meeting determined to prove that they will work.

To use the conference technique, you must do four things before starting:

1. You must be willing to stop lecturing.
2. You must be willing to listen to the suggestions offered by your employees, giving each contributor the same degree of recognition.



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3. You must stop excessive reprimanding.

4. You must stop trying to come up with all the answers.

Unless you are willing to recognize these four suggestions, you may fail to benefit fully from the conference technique.

Five Benefits

There are five benefits derived from the conference technique.

Information: The conference technique will enable you to secure information that you might not otherwise obtain. Actually, some of the best solutions to sales and production problems come from the people on the "firing line." That is, from your salesmen who are, as a rule, much nearer to the problem than you are. The conference technique, if properly used, may uncover facts that you never dreamed existed. All you have to do is to get all of your people to contribute to the meeting.

Enthusiasm: Your employees will become more enthusiastic about their jobs. When you say to Joe, "Go out there and get the John Doe contract," you are giving Joe an order that he may or may not be able to carry out. But if you should say, "Joe, how do you think we could succeed in getting the John Doe contract?" he immediately becomes interested. You have challenged him, you have made him feel important—you have caused him to think. After that, both of you sit down and you and Joe together will come up with the winning answer.

Psychology: It will enable you to profit from group solutions to your problems. Instead of having to "tell" salesmen what is wrong, they discover these deficiencies for themselves. Simple psychology will tell us that it is much better for a person to discover his own shortcomings than for some one else to tell him what they are. Organized thinking is valuable. Group discussion is priceless when properly directed. Through the conference technique you can achieve your goals more effectively without loss of prestige or popularity.

Interest: It will enable you to maintain a higher degree of audience interest. Main advantage of the conference technique is to "get everyone into the act." When this happens, audience interest picks up. Contrastingly, when the lecture system is used, your employees, while physically present, may be mentally miles away. When the lecture system is used,

their only obligation, seemingly, is to sit and pretend to pay attention. Since they have no active part in the meeting, they feel little obligation toward it.

Organization: It will assure you that your meeting will follow a well-organized pattern. When the conference technique is followed properly you will be insured against another "bull session" where nothing is accomplished. You can't use the conference technique correctly without following the logical pattern of:

1. What is this problem?
2. In what ways can it be corrected?
3. What corrective action shall we decide to take?

There are at least two tools that are important to the success of the conference meeting. One is proper seating arrangement and the other is a blackboard.

Seating

You may question the importance of these tools, but do not underrate their value. Proper seating arrangement will help to spark your meeting. You could not look forward to effective participation of your audience in the discussion if you turned the lights out so no one could see. Similarly, the same mistake is made when the person planning for the meeting will seat the employees in "auditorium" fashion; that is, in such a manner that few can see each other. Ideal seating arrangement permits each person to see all others and for all to be able to see the conference leader.

As a tool, the blackboard is equally important. It is difficult to keep people on the track during a discussion unless you have something for them to look at—some sort of guide to insure that the discussion will not wander away from the conference topic. The blackboard should be of sufficient size to permit quite a bit of information to be recorded on it at one time. Some conference leaders prefer to use a chart board instead of a blackboard. Paper for the chart board can be procured from the salvage rolls of newspaper publishing establishments. Paper for your chart board should be about four to six feet in size. Several sheets can be tacked on the board at one time and each sheet, as it is used up, can be preserved for future reference by securing it on the wall of your meeting room with tape.

Every meeting must have an objective. Be sure the time you have allo-



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cated for your conference meeting is sufficient for a thorough airing of your subject. Common tendency is to select a subject much too broad to be covered in the time available. For example, suppose you selected the subject, "How Can We Increase Sales," and you had two hours for your meeting. After you got into your meeting you would discover that your subject is too broad—that there is not enough time to discuss the problem and arrive at a solution.

It is just possible that your subject should have been "What Can We Do to Increase Sales of Item X?" Here you have focused attention to a specific item, rather than to consider a dozen or more items in the time you have made available.

Your conference subject should be of interest to and the concern of all in attendance at your meeting. Those in department *A* will not profit too much from a discussion of a problem that only the employees in department

B are concerned with.

Following examples will illustrate the "right" and "wrong" way of choosing conference subjects. Subjects in the column at the left are narrow enough to be discussed and solutions formed to them in a short period of time, while those on the right are the kind that consume the total time allocated for a single meeting without leaving sufficient time for the formulation of practical solutions to the problems.

Good

In What Way Can We Cut Travel Costs?

What Is the Most Effective Way To Introduce This New Item?

How Can We Improve Our Sales Letters?

Not So Good

How Can We Cut Costs?

In What Ways Can We Introduce New Items?

How Can We Improve Our Letters?

Remember it is far better to arrive at the best solution to *one* phase of a problem in a two hour session than it is to spend those two hours in discussing dozens of solutions but not arriving at definite, clear-cut decisions to any one of them.

The success of your meeting will, in many instances, depend upon the manner in which you start it. Some conference leaders who want to appear at ease and to make sure they reflected that feeling to their audience, perch themselves nonchalantly on the end of a table. Without any thought as to the organization of their remarks, they mumble for about 15 minutes on the reason for the meeting. Then they give their views on the solutions to the problem. After about an hour of this, they say, "Now, does anyone have anything to say?" *Of course no one does!* The boss has already thrown the book at them. He has told them what his ideas are. Does anyone dare offer a better solution?

A better introduction would be for you, as conference leader, to express your appreciation for *something*. Perhaps everyone was on time, or everyone looks in a good mood today, or perhaps you could thank them for the splendid record they have made with a certain project—anything, just so long as it is pleasant.

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You then lead into your subject. You say, "Now we have a special problem to consider today. A problem for which we have not been able to find the solution. We have asked you to gather here because we know if anyone has the answer to it, you do. You people are out there on the firing line. You are nearer our problem than we are and, because of this, we know that with our combined thinking here today, we can arrive at a solution to this problem . . . Now this problem is (turn and write on the chart board) 'How Can We Best Introduce Item X?' We all know that there is a great need for item X; we have just recently learned of its amazing ability to perform. We know that we can get the jump on our competitors if we only come up with a dynamic idea to introduce it." . . . You continue this build-up for a while. Your objective being to inspire your audience, to appeal to their ego, to let them know that they have a job to do and that you are depending on them for an important decision on which rests the success or failure of Item X.

After the introduction, you are ready to start cashing in on the knowledge of the group, you are ready to stop talking and to start gathering the ideas of the total group.

In order to be sure that your group stays on the subject and in order to help them to better organize their thoughts, turn again to the blackboard. Underneath your conference topic, you will need to form an outline for "thinking." This outline is your best tool to keep the discussion in a straight line.

Your outline can take many different forms, but this one might fit your needs for this meeting:

How Can We Best Introduce Item "X"

- (1) Who Are Prospects for Item "X"
- (2) Possible Ways to Bring It Before Them
- (3) Final Course of Action Decided Upon

Your outline is now formed. You are ready to start gathering information to place in column number one. You may be surprised just how many different users of Item X your people can come up with that you

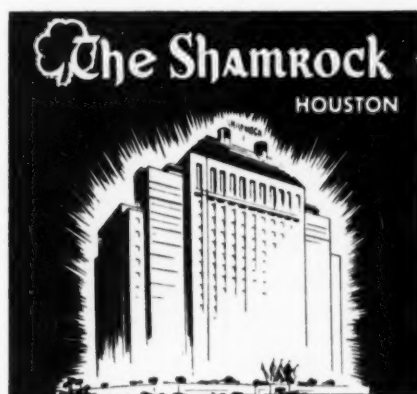
may not have considered. When this list has been exhausted, you may proceed to column two and gather here information that is the real heart of your meeting: "What are some of the possible ways to bring Item X before our prospects?"

In gathering this information, you should keep two things in mind:

1. **Recognize all contributions**, whether good or bad, whether practical or not. Remember, you are trying to stimulate action (thought), so

do not "squash" a member of your group by saying, "I don't believe this particular idea has merit." If you think it does not have merit, do not reveal your opinion now. Remember—you will have a chance later.

2. **Place all contributions on the board.** If you "slight" a contributor by recognizing his idea but do not put it on the board, he will feel "left out" and he may not have anymore to say for the rest of the meeting.



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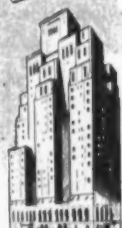
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When column two is finished—when you have exhausted all the ideas your group has to offer—then comes the work to be done on the all-important column three, "What Final Course of Action Shall We Decide Upon?" Here is the climax of your meeting. At this point you and your group are to decide upon exactly *how* this job is to be done. Here again you should accept all contributions.

After you have obtained all information your group has to offer, you may have more ideas than can practically be used. Then comes the time for the "weeding out" process. At this point you might say: "Now, all of these solutions to our problem are good. Obviously we cannot use all of them. Perhaps we can use more than one, however, and the question we must answer now is which ones shall we adopt."

From this point on you may have to do more talking in order to lead the group in the direction that seems

more logical. Through a thorough discussion of all the suggestions, it is amazingly simple to secure unanimity among the members of your group. In doing this, it is not at all necessary to make any single member of your group feel "let down" because the solution he contributed was not chosen. Actually, in many cases, a person who has contributed an idea that is not accepted will, after seeing that the group as a whole is pretty well together on a different idea, voluntarily accepts the thinking of the group.

One thing will be certain. If your conference has been handled in a democratic manner, if you have been very careful not to impose your own views on the group in the very beginning of the meeting and if you have enthusiastically recognized all contributions, your group will go forth from the meeting determined to make *"their"* plan succeed.

Why not try your next sales meeting on the *conference* basis?



THEY MAKE NO DECISIONS for the entire board, but seven members of NBP's Board of Directors cut time of formal sessions, and cover problems intensively by traveling to the Los Angeles meeting together aboard the Santa Fe.

Pre-Meeting Sessions En Route

Board of Directors, National Business Publications, Inc., has developed a technique to make convention travel productive. Instead of board members traveling to the Los Angeles meeting alone, all those able to arrange it met in Chicago.

They engaged the Turquoise Room of the Santa Fe's Super Chief for conferences and dining. Aboard the train, seven members of the board discussed problems at informal morning and afternoon sessions.

Russell L. Putman, president, Putman Publishing Co., points out, "Our directors from all parts of the country usually meet for a short time and then go on their way with little time to get to know each other. This day and a half trip, I believe, brought this group in closer association than two years of formal meeting."



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Needs of a speaker are simple. He wants to know about your audience; wants to be made comfortable; wants introductions to be brief; and doesn't want to be one of two speakers on the same program — it cramps his style.

BY DR. JOHN H. FURBAY

Director, Air World Education, Trans World Airlines

Planning and staging a successful convention often appears to be a back-breaking business. There are, of course, a thousand and one details to be attended to, plus all the problems involved in entertaining, introducing, and properly presenting speakers from the outside.

As a speaker, I do not have these difficulties. But I do not underestimate the headaches of a program chairman. I have seen too many of these hardy souls in action.

During the past year I have averaged better than one speech a day. On more than one occasion I have delivered as many as four separate addresses in a single day—in three different cities. As director, Air

World Education, Trans World Airlines, I have flown over two million miles and talked to all kinds of audiences both here and abroad.

I believe I know what makes a good meeting—at least from a speaker's point of view. Perhaps a few pointers based on past appearances may be helpful to anyone who has the responsibility of planning and organizing public meetings.

Let me say first of all that a speaker's needs usually are fairly simple. Basically he asks only two things:

1. He wants to know in advance the physical setting of the place where he is to appear. He wants to know who will be there, how big the hall is, and what kind of dress is expected.

2. He wants to be escorted to the meeting, or at least met at the door, so that he won't have to wander around looking for the chairman.

Often Overlooked

These may sound like small needs, but you'd be surprised how often they are overlooked. Many program chairmen seem to feel that once they have told a speaker the time and place of his appointment, their job is done.

Recently I was invited to address the dinner meeting of a convention group. I checked into the hotel shortly before time for the meeting, hurried to change clothes, and appeared at the ballroom at the appointed hour. No one had been told to meet me. The chairman had not yet arrived and the man at the door had never heard of me. He at first refused me admission to the ballroom because I had no ticket!

It wasn't long until I was rescued, but an unpleasant interval could have been avoided if the chairman had alerted his doorman or sent someone to meet me.

It is equally embarrassing to arrive at a meeting dressed in dinner jacket and black tie, only to discover that the other guests are informally attired. Or to have thought that you would be addressing only men and then to learn that the audience consists largely of women.

Fortunately most good speakers know the art of extemporizing. They can adapt their material to almost any type of audience. In my own case, such topics as "Global Minds for a Global World," "Education for a Divided World," and "40 Hours to Anywhere" are merely jumping-off places for talks that vary considerably. I make it a point never to give the same speech twice. I never read my speeches. They are, in fact, informal talks growing out of my experiences, representing TWA in all parts of the world. So I don't mind too much if the audience turns out to be different from what I expected.

Trouble-Free

But the fact remains, it is a program chairman's duty to brief speakers in advance and to make their arrival as comfortable and trouble-free as possible. That is Rule No. 1 for anyone who is planning a meeting.

Rule No. 2 concerns the introduction of the speaker. It is not a tough job, but it is one which is often muffed, mainly by overzealous or over-eager chairmen.

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An introduction can make or break a good speech. It should include only three things: (1) the speaker's name and identification; (2) the subject of his speech; and (3) some background on what he has done that makes him worth listening to. More than this is not needed—funny stories, extravagant word-pictures, the big build-up simply take the edge off what is to follow.

If the chairman takes too much time with these preliminaries, he can spoil the speech. He may feel that he's making the guest seem important. Actually he's only making it more difficult for the speaker to hold the audience. So—keep it brief.

The third rule for program chairmen concerns planning. It reads this way: Build your program around one main event, and one only.

It's a great mistake to put two main speakers on the same program. It cramps the style of both, wears out the audience, and consumes too much time. One featured, nationally-known speaker is enough for one session of a convention.

Preliminaries and other trimmings that surround the main event should likewise be held to a minimum. Sometimes, in an effort to soften up an audience, a program chairman introduces too many frills or too much horseplay. This is like serving the coffee and cigars before the main course.

Recently I was invited to address a civic club luncheon in a midwestern city. I was told that the meeting had to break up promptly at 1:30, so I planned accordingly. However, there was so much community singing, fining of members, making of announcements and general horseplay that they didn't get to me till 1:25.

I simply got up, said how much I'd enjoyed lunch with the group, and sat down.

Limit Music

Another damper to a speaker's appearance is the long musical program before the speech. Tastes in music are so varying that you're bound to make some members of the audience restless, regardless of whether you have the Boston Symphony or Spike Jones. I like music, and it has a place in certain kinds of meetings—but if the speaker is supposed to be the main attraction, then the music should be light and brief.

A few other points for program chairmen to keep in mind:

A good public-address system is vital if the hall is large and the au-

dience spread out. Many a good speech has been ruined by a scratchy, imperfect PA system. Check it in advance.

Make sure that the room in which the speech is to be delivered is properly ventilated. Overheated halls cause far more drowsiness and restlessness than even the most deadly speech. Smoke-filled rooms may be all right for politicians, but they are tough on the speaker who wants to reach a large audience.

Plan your most important speech at a time when your audience will be most receptive. Worst possible situation for a speaker to face is a group of people who have just come from a cocktail party.

From my own point of view, the ideal session is one that takes place in the morning, or an evening dinner session. Audiences then are alert and interested.

Don't kill your speaker with kindness. If he travels much, he probably won't care for a Cook's tour of the town. Too much hospitality in advance of a meeting may tire out your speaker. He'll welcome it more after he has done his job.

Speaker Housing

It's a pretty good idea to house your speaker at the same hotel where most of the convention delegates will be staying. This will give him an opportunity to become acquainted and to feel at home.

It's important to remember, too, that courtesies to a speaker's wife are as important as those you extend to him personally.

If you plan a panel-type session, introduce those participating well ahead of program time. Let them talk together and sound each other out. Discuss the general plan and outline. This need not detract from the spontaneity of the panel, but it will insure a smooth-flowing discussion on the platform.

My own schedule for 1953 will take me to 26 countries around the world for TWA. In Beirut and Bombay a set-up may differ from that in Boston or Bangor. But people everywhere are pretty much the same, and it is people that speakers and program chairmen alike must reach.

The best way to reach them is by a graceful, un-self-conscious approach. They should never be aware of the mechanics, the framework of a meeting—or of a speech. The simple rules stated above, based on the experiences of one speaker, should help to make a successful meeting.



LAST YEAR 1,150 U. S. buyers visited the B. I. F. and saw this typical exhibit area in Olympia, London.

British Banking on Industries Fair To Increase Trade with U. S.

Setting out to get "trade not aid," British Board of Trade is working feverishly to attract American buyers to B.I.F. Hope Coronation Year will be added inducement to U.S. businessmen to visit the fair with its 3,000 exhibits.

It's no secret. The British intend to make the most of their Coronation Year industrially. This year the goal is to triple or quadruple the number of business executives from America in attendance at the British Industries Fair.

While the 1,150 buyers from the United States at the B.I.F. last year represent a significant block of purchasing power, it is not enough if the United Kingdom is to increase its international trade substantially. Geared to the thought "trade instead of aid," the British Board of Trade is goading all of industry to put on a real show for American buyers.

Output of more than 100 separate industries will be on display at the 1953 B.I.F., April 27-May 8. Arranged in 30 groups of allied trades, the exhibits will split between exhibition halls in London and Birmingham. Earl's Court and Olympia, Great Britain's largest halls, will house light-industry exhibits in London while Castle Bromwich, Birmingham, will present products of heavy industry.

Since it was first staged in 1915, B.I.F. has been the great annual showcase for British manufacturing skill. In the years before World War

II it attracted 5,000 overseas buyers annually. Currently the fair plays host to 16,700 foreign buyers, but not enough of them are coming from North America. It is the British hope to make the B.I.F. the medium through which to increase trade to United States and eliminate the necessity of direct subsidy for economic stabilization.

Big by any standard, B.I.F. covers 1,000,000 square feet. It presents the products of some 3,000 exhibitors—each one acutely aware of the competition he must meet to attract the business of the American buyer.

Government of the United Kingdom, in collaboration with the Birmingham Chamber of Commerce, stages the annual business extravaganza. Government invitations to the fair are sent to businessmen throughout the world and may be had on request at any consulate office. American businessmen are welcomed to the fair with or without invitation. A business card showing company affiliation is sufficient to gain entrance.

So extensive is the fair that an advanced catalog of all exhibits is issued months before the fair opens. Thus, American businessmen can ar-

range a tour of the fair while still at their desks and make sure their itineraries include every exhibit they want to see. The catalog is issued in two parts: one covering the London section and the other for Birmingham. Copies of the advanced edition of the catalog are issued at the beginning of January and are distributed free to businessmen at United Kingdom commercial posts throughout the world.

Broken down by product, the fair will show foodstuffs and beverages, china and earthenware, plastics, furniture and floor coverings at Earl's Court. Olympia will feature products of the chemical industry, fancy goods, jewelry, office machinery and equipment, watches, toys and other consumer goods. Birmingham's Bromwich Castle will house exhibits of machinery, mechanical handling equipment, electrical and electronic devices, agricultural and road-building equipment and other industrial equipment.

Determined to please its overseas-business guests, B.I.F. has made it as effortless to attend and do business at the fair as possible. Visas, valid for three months, are readily available for a trip to the fair at any British Consular Office. Visas cover the entire family (wives and children under 18) even though they travel on separate passports.

At the fair, each building maintains a club for exclusive use of overseas buyers. Refreshments as well as all business service (stenographers, telephones, typewriters) are offered at the clubs. Information bureaus are set up by the Board of Trade to handle buyer inquiries on import and

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Operated exclusively for buyers, a
few hours each week are set aside
when workers in factories producing
the goods on display and other non-
buyer visitors may see the exhibits.
These hours are kept at a minimum
so as not to interfere with business.

Special emphasis is being placed on
the textile and clothing section of this
year's fair. Three weeks after the

fair clothing buyers may see London
Fashion Fortnight when British man-
ufacturers will offer previews of their
newest creations.

Tours to the fair by groups of
American businessmen are being plan-
ned to take advantage of group rates.
With travel and expenses to the fair
for buyers a legitimate business ex-
pense for tax purposes, and with pres-
sure from the distaff side of most
executives' families bent on seeing a
coronation, B.I.F. is hopeful of a
banner year of visiting Americans.



PUPPETS DEMONSTRATE how to keep your home safe from burglars.

Marionettes Get the Show Crowds

Suzari Marionettes showed visitors how to burglar-proof their
homes at the National Hardware Show, New York, and at the
same time sold locks and keys for The Yale & Towne Manufacturing
Co., Stamford, Conn.

The presentation is part of the program that Yale & Towne, in
cooperation with the FBI and other public service agencies, is con-
ducting to educate the general public in the simple methods through
which they can attain greater security at home.

Marionettes, leaving for their vacation in one sequence, demon-
strated two ways of stopping the burglar by notifying newsboy and
milkman to discontinue service while they were away. And in another
scene, as two burglars are caught in the act, a police captain wearing
pajamas, a police hat, badge, and carrying a club smilingly carts
away the offenders. Also shown was "Paddy Padlock" doing the
honors as he subdues two other would-be burglars.

Following the premier presentation at the show, Yale & Towne
plans to bring this musical marionette show to audiences in different
parts of the country.

In addition, a folder, "How to Burglar-Proof Your Home," that
contains a "score yourself" check list for the home owner, is being
made available by the company to retail hardware, building mate-
rials stores, insurance companies and public service agencies for
distribution to the general public.

Convention Business

Cool-Air Derby

The air-conditioning race is on, and before it is over, convention halls across the country will be catering to more than twice the summer conclaves currently scheduled.

Philadelphia's capital improvement program for the 1953-58 period includes a provision for the installation of air conditioning at Convention Hall. A total of \$1,500,000 is allotted for the project, with an expenditure of \$150,000 scheduled for 1953 and the remaining \$1,350,000 slated for 1954. City Council has approved the program as a "general statement of policy," but is not bound to follow it in detail.

Director of Commerce Walter M. Phillips, who sponsored the proposal, said that it is essential if Philadelphia is to attract major mid-summer conventions, such as those of the national political parties. He hopes to install a system that will air condition auxiliary meeting and conference rooms, as well as the main auditorium.

"The political conventions in Chicago last summer provided ample evi-

dence of the importance of air conditioning the entire plant," he declares. "Delegates dashed from sweltering conference rooms to the comfortable auditorium and back again, suffering as much as, if not more than, they would have without any air conditioning."

Main auditorium of Philadelphia's Convention Hall is 353 by 200 feet, and the ceiling is 92 feet above the floor at its highest point.

Atlantic City's Mayor Joseph Altmore has disclosed plans to spend \$250,000 to air condition the ballroom in the city's Convention Hall. Installation is expected to be finished the later part of June in time for the Railway Supplies Association convention.

Mayor Thomas A. Burke of Cleveland devoted a full column in a local newspaper to discuss air conditioning for the Public Auditorium. According to Mr. Burke, "The question is asked: Is spending of \$400,000 or \$500,000 by the people of Cleveland for this purpose economically sound? If by that question is meant will the air conditioning of the hall bring



Bureau Chief with Wings

DON WILKINS (on wing), executive director, Orlando Convention Bureau, keeps up with a heavy schedule of convention business solicitation with the aid of an airplane. Clyde Freeman (in plane), bureau member, makes his personal plane available whenever it is needed. This allows Mr. Wilkins to solicit several conventions in one day while headquarters of the groups may be hundreds of miles apart.

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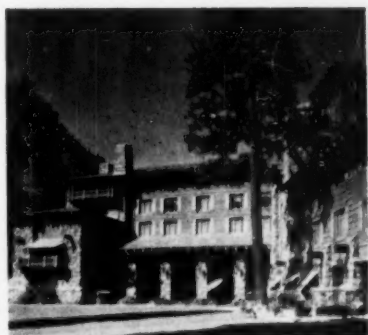
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enough additional conventions to Cleveland to pay off the investment, no one knows the answer. But if you have in mind that without it we may lose some of the convention business we now have, prudent operation might advise investment."

Pointing out the importance of good exhibit facilities to attract large conventions, Mayor Burke declares: "Other cities, such as Detroit, St. Louis and Kansas City, have realized this and they are rapidly constructing air-conditioned facilities to compete with ours. I suggest that the air conditioning of Public Auditorium is desirable so that we may maintain our top rank in the industry. Otherwise, we shall fall behind."

"The entire community benefits from the \$15 million conventions spend in Cleveland. In the first place it is new income which would otherwise never come here. Next year's conventions, already committed, will pay the Public Hall at least \$250,000 in rentals; the rest of the money will go to our hotels, restaurants, stores, amusements, night clubs, transportation facilities and other services."

Speeding Travel

Helicopter passenger service between Greater Pittsburgh Airport and William Penn Hotel is being planned. A helicopter deck is to be built on the hotel's roof to accommodate 'copters from the airport 18 miles away.

When in operation, the new service will overcome one of the big inconveniences for convention delegates: the time-consuming trip from airport to hotel.

New Woes for N. Y.

Bureau of Internal Revenue is giving New York City hotels, restaurants and others who benefit from convention business, more headaches than March 15 usually connotes. The Bureau is negotiating to take over Grand Central Palace, the city's largest trade show site.

If current negotiations are successful, no shows will be held in the Palace after October. Without the Palace, the city's convention business is hard hit. An estimated \$40 million annually will be lost to the city without this show site.

Pressure is being exerted to prevent conversion of the property from show use until 1955 or 1956. By then it is hoped the proposed auditorium at Columbus Circle will be in operation.



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- 14-16 Poughkeepsie, N. Y.
Sales Training Clinic
- 23 Los Angeles, Cal.
Sales Rally

FEBRUARY

- 9 Toronto, Ont.
Conference
- 11 Cincinnati, Ohio
Sales Rally
- 20 Davenport, Iowa
Sales Conference

EXHIBITOR'S CALENDAR

Expositions, Fairs and Trade Shows as Announced for the Next 4 Months

Agriculture

Pennsylvania Farm Show

Jan. 12-17 '53, Harrisburg, Pa., Attend.—500,000
Harold R. McCulloch, 209 Agriculture Bldg., State College, Pa.

Agricultural Trade Show

Jan. 13-15 '53, Lewiston, Maine, Attend.—5,000
Albion Goodwin, State House, Augusta, Maine

Ontario Soil & Crop Improvement Assn.

Jan. 20-23 '53, Toronto, Attend.—3,000
A. H. Martin, Parliament Bldg., Toronto, Ont.

Boston Poultry Show & Country Life Exposition

Jan. 20-24 '53, Boston, Attend.—40,000
Paul Ives, 39 Church St., Boston, Mass.

United Fresh Fruit and Vegetable Assn.

Jan. 30-Feb. 1 '53, New York, Attend.—4,000
Alan T. Rains, 777 14th St., Wash. 6, D.C.

S. W. Exposition & Fat Stock Show

Jan. 30-Feb. 8 '53, Ft. Worth, Attend.—300,000

W. R. Watt, P. O. Box 150, Fort Worth, Texas

Houston Fat Stock Show & Livestock Exposition

Feb. 4-15 '53, Houston, Attend.—275,000
Herman Engle, Commerce Bldg., Houston, Texas

Institute of Amer. Poultry Industries

Feb. 11-14 '53, Kansas City, Mo., Attend.—2,500
Dr. C. D. Carpenter, 221 N. LaSalle St., Chicago 9, Ill.

San Angelo Fat Stock Show

Feb. 27-Mar. 2 '53, San Angelo, Texas, Attend.—35,000
M. D. Fanning, Box 712, San Angelo, Texas.

Grand National Jr. Livestock Exposition

Mar. 28-Apr. 2 '53, San Francisco, Attend.—30,000
Nye Wilson, sec.-mgr., Cow Place, San Francisco 24, Calif.

Apparel, Fashion & Textile

National Retail Dry Goods Assn.

Jan. 12-15 '53, New York
J. G. Dakins, 100 W. 31st St., N. Y.

Dallas Fashion Center Market

Jan. 18-23 '53, Dallas, Texas, Attend.—6,000
Mrs. Virginia Schaeffer, 1101 Commerce St., Dallas, Texas

Men's Apparel Club of New York City

Jan. 31-Feb. 4 '53, New York, Attend.—3,000
Hyman P. Diamond, exec. sec., 122 E. 42nd St., New York, N. Y.

Retail Men's Wear Assn. of Canada

Feb. 4-7 '53, Toronto, Attend.—10,000
E. G. Hirst, 295 George St., Toronto, Canada

Central Western Market Assn.

Mar. 15-17 '53, Omaha, Neb., Attend.—1500
Dave Katz, Paxton Hotel, Omaha, Nebraska

Arts

Ohio Industrial Arts Assn.

Mar. 26-28 '53, Columbus, Ohio, Attend.—700
William R. Mason, 1380 E. 16th St., Cleveland 14, Ohio

American Industrial Arts Association

Apr. 28-May 2 '53, Detroit, Attend.—700
D. Arthur Bricker, sec.-treas., 123 E. Ninth St., Cincinnati, Ohio

These Listings Not Complete

Space does not permit complete listings of all trade shows, expositions and fairs scheduled. A quarterly directory of all conventions and shows is available.

For complete schedules of all conventions, trade shows, expositions and fairs for 1953 and beyond, consult SALES MEETINGS' Directory of Conventions and Trade Shows.

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Automotive

Society of Automotive Engineers
Jan. 12-16 '53, Detroit, Attend.—3,000
Wm. W. Milne, meeting dir., 29 W. 39th St., New York 18, N. Y.

Automotive Accessory Mfrs. of America
Feb. 2-5 '53, New York, Attend.—10,000
Herman L. Erlichman, 20 E. Herman St., Philadelphia 44, Pa.

Natl. Automobile Dealers' Assn.
Feb. 12-20 '53, San Francisco, Attend.—12,000
Ray Chamberlain, convention & exhibit mgr., 1026 17th St. N. W., Washington, D. C.

Amer. Assn. of School Administrators
Feb. 14-19 '53, Atlantic City
Dr. Worth McClure, 1201 16th St. N.W., Washington 6, D. C.

Pacific Automotive Show
Feb. 26-Mar. 1 '53, San Francisco, Attend.—50,000
J. Leonard Gibson, 1151 S. Broadway, Los Angeles 15, Calif.

Southwest Automotive Show
Mar. 26-29, '53, Dallas, Attend.—20,000
Dean Johnson, 715 Francis St., Houston, Texas

Automotive Service Industries Show—Middle Atlantic Reg.
Apr. 20-25 '53, Philadelphia
Charles H. Bauer, sec., 2453 Frankford Ave., Phila. 25, Pa.

Banking, Credit & Finance

American Bankers Assn. Annual Savings & Mortgage Conf.
Mar. 3-4 '53, New York, Attend.—1,000
Robert J. Stiehl, 12 E. 36th St., N. Y.

Independent Bankers Assn.
Mar. 22-24 '53, Atlanta, Ga., Attend.—1,000
Ben DuBois, Sauk Centre, Minn.

American Bankers Assn. Installment Credit Conf.
Mar. 23-25 '53, Chicago, Attend.—1,100
W. B. French, 12 E. 36th St., N. Y.

Barber, Beautician & Cosmetics

Hairdressers' Convention and Beauty Trade Exhibition
Feb. 2-4 '53, Montreal, Attend.—1,500
Edward H. Lance, 24 Gore St., Hamilton, Ont.

American Hair Fashion Conf. & Trade Show
Feb. 3-5 '53, New York
J. C. Jaffrey, 175 Fifth Ave., New York 10, N. Y.

Midwest Beauty Trade Show
Mar. 1-3 '53, Chicago, Attend.—10,000
Columbus D. Behan, bus. mgr., 139 N. Clark, Chicago, Ill.

Toronto Hairdressers' Show & Trade Exhibition
Mar. 2-4 '53, Toronto, Attend.—3,500
Edward H. Lance, bus. mgr., 24 Gore St., Hamilton, Ont.

International Barber & Beauty Show
Mar. 9-12 '53, New York, Attend.—30,000
Joseph Byrne, 19 W. 44th St., New York 18, N. Y.

Building & Building Materials

(Also see Home Shows)

Monument Builders of America Inc.
Jan. 11-14 '53, Cleveland, Ohio, Attend.—2,000

Alex Park, 20 E. Jackson Blvd., Chicago, Ill.

Concrete Industries Exposition
Jan. 26-29 '53, Cleveland, Ohio, Attend.—4,000
Donald T. Papineau, 400 W. Madison Ave., Chicago, Ill.

Natl. Established Roofing, Siding & Insulating Contractors Assn.
Feb. 16-18 '53, New York, Attend.—2,000
C. N. Nichols, 12 E. 41st St., Suite 1001, New York, N. Y.

Natl. Sand & Gravel Assn. Inc.
Feb. 22-26 '53, San Francisco, Attend.—900
V. P. Ahearn, 1325 E St., N.W., Washington, D. C.

Amer. Congress Surveying & Mapping
Mar. 23-25 '53, Washington, D.C., Attend.—1,200
W. S. Dix, P.O. Box BF Sta., Washington 4, D. C.

Business & Management

Plant Maintenance Show
Jan. 19-23 '53, Cleveland, Attend.—7,500
Clapp & Poliak, show mgrs., 341 Madison Ave., New York 17, N. Y.

Cemeteries & Funeral Directors

Funeral Directors Assn. of Arkansas
Apr. 15-17 '53, Little Rock, Ark.
C. Albert Roth, 815 Main St., Little Rock, Ark.

Ceramics, Glass & Pottery

Associated Glass & Pottery Mfrs.
Jan. 8-16 '53, Pittsburgh, Attend.—2,000
J. M. Hammer, Box 227, Knox, Pa.

Southeast China, Glass & Gift Show
Jan. 18-21 '53, Atlanta, Attend.—2,500
F. B. Steward, 1036 Peachtree St. N.W., Atlanta, Ga.

Chemistry

American Chemical Society
Mar. 15-20 '53, Los Angeles, Attend.—3,000
R. M. Warren, 115 16th St. N.W., Washington, D. C.

Cleaning, Dyeing & Laundry

Natl. Institute of Rug Cleaning
Jan. 17-19 '53, Chicago, Attend.—500
R. M. Powell, 909 Burlington Ave., Silver Spring, Md.

Natl. Institute of Cleaning & Dyeing
Feb. 13-15 '53, Cleveland, Attend.—3,000
Norbert J. Berg, 909 Burlington St., Silver Springs, Md.

National Sanitary Supply Assn.
Mar. 22-25 '53, Chicago, Attend.—4,000
L. J. Kelly, 139 N. Clark St., Chicago, Ill.

Coal & Petroleum

(Also see Minerals & Mining)

Illinois Petroleum Marketers Assn.
Mar. 10-12 '53, Chicago
E. Keith Edwards, exec. sec., 708 Ferguson Bldg., Springfield, Ill.

Ohio Petroleum Marketers Assn.
Mar. 17-19 '53, Columbus, Ohio, Attend.—500
R. A. Warfel, 665 Broad St., Columbus 15, Ohio

Petroleum Industry Electrical Assn.
Apr. 7-9 '53, Houston, Attend.—750
H. A. Rhodes, Transcontinental Gas Co., Houston, Texas

American Assn. of Petroleum Geologists
Apr. 19-23 '53, Houston, Attend.—3,500
J. P. D. Hull, bus. mgr., Box 979, Tulsa 1, Okla.

Containers & Packaging

Amer. Management Assn. Natl. Packaging Exposition
Apr. 20-23 '53, Chicago, Attend.—8,500
Clapp & Poliak Inc., 341 Madison Ave., New York 17, N. Y.

Decorating & Decorating Supplies

Painting & Decorating Contractors of America
Mar. 9-13 '53, Chicago, Attend.—1,000
Henry Afman, 720 University Bldg., Denver 2, Colo.

Dental

Rocky Mountain Midwinter Dental Meeting
Jan. 4-7 '53, Denver, Colo., Attend.—600
Grace L. Ogle, sec., 724 Republic Bldg., Denver 2, Colo.

Massachusetts Dental Society
Jan. 27-29 '53, Boston, Attend.—4,400
F. T. Maloney, 227 Commonwealth Ave., Boston, Mass.

Phila. County Dental Society
Feb. 4-6 '53, Phila., Attend.—5,000
Dr. Victor Frank, 1800 Pine St., Phila 3, Pa.

Chicago Dental Society
Feb. 8-11 '53, Chicago, Attend.—12,334
Karl S. Richardson, sec., 30 N. Michigan Ave., Chicago 2, Ill.

Minnesota State Dental Assn.
Feb. 23-25 '53, Minneapolis, Attend.—4,000
Carl V. E. Cassell, sec., 242 Lowry Bldg., St. Paul 2, Minn.

Wisconsin State Dental Assn.
Apr. 6-9 '53, Milwaukee, Attend.—2,600
Kenneth F. Crane, exec. sec., 1233 Bankers Bldg., Milwaukee 2, Wis.

Kentucky State Dental Assn.
Apr. 7-9 '53, Louisville, Attend.—1,300
Dr. A. B. Coxwell, sec.-treas., 1976 Douglas Blvd., Louisville, Ky.

California State Dental Assn.
Apr. 12-15 '53, San Francisco, Attend.—4,000
L. R. Ludwigsen, 450 Sutter St., San Francisco, Calif.

Oklahoma State Dental Assn.
Apr. 19-22 '53, Tulsa, Okla.
H. Leon Snow, exec. sec., 211 Plaza Court Bldg., Oklahoma City, Okla.

Michigan State Dental Society
Apr. 20-2 '53, Detroit
Henry C. Gerber, Jr., exec. sec., 1514 Olds Tower Bldg., Lansing 8, Mich.

Education

Assn. Supervision & Curriculum Development
Feb. 8-12 '53, Cleveland, Attend.—2,000
George W. Denmark, exec. sec., 1201 16th St., N.W., Washington 6, D. C.

Natl. Assn. of Secondary School Principals
Feb. 21-25 '53, Los Angeles, Attend.—2,000
P. E. Elicker, 1201 16th St. N.W., Washington 6, D. C.

Florida Education Assn.

Mar. 19-21 '53, Tampa, Fla., Attend.—5,000
Ed Henderson, 6 Continental Bldg., Tallahassee, Fla.

Palmetto State Teachers Assn.

Mar. 26-27 '53, Columbia, S. C., Attend.—5,000
W. E. Solomon, 1719 Taylor St., Columbia, S. C.

Vocational Assn. of Illinois

Mar. 26-28 '53, Peoria, Attend.—1,800
Arthur LaPointe, 228 N. LaSalle St., Rm. 634, Chicago, Ill.

Amer. Personnel & Guidance Assn.

Mar. 29-Apr. 2 '53, Chicago, Attend.—2,400
Dr. Robert H. Shaffer, pres., Indiana University, Bloomington, Ind.

Inland Empire Education Association

Apr. 1-3 '53, Spokane, Attend.—3,000
R. C. Anderson, West 503 Fourth Ave., Spokane 9, Wash.

Eastern Business Teachers Assn.

Apr. 1-4 '53, New York, Attend.—1,200
B. A. Shift, 722 City Hall, Buffalo 2, N. Y.

Natl. Art Education Assn.

Apr. 6-11 '53, St. Louis, Attend.—2,000
Italo L. DeFrancesco, State Teachers College, Kutztown, Pa.

National Catholic Educational Assn.

Apr. 7-10 '53, Atlantic City, Attend.—2,000
James E. Cummings, exhibit mgr., 1312 Massachusetts Ave. N. W., Washington, D. C.

N. E. A., Dept. Int. Council for Exceptional Children

Apr. 8-11 '53, Boston, Attend.—1,500
Harley Z. Wooden, 1201 16th St. N.W., Washington 6, D. C.

Natl. Assn. of College Stores

Apr. 19-22 '53, New York, Attend.—1,000
Russell Reynolds, 33 W. College St., Oberlin, Ohio

Eastern Psychological Assn.

Apr. 24-25 '53, Boston, Attend.—1,500
Dr. G. G. Lane, University of Delaware, Newark, Del.

Electrical

Natl. Rural Electric Cooperative Assn.
Jan. 26-29 '53, San Francisco, Attend.—3,500

C. T. Ellis, 1303 New Hampshire Ave. N.W., Washington, D. C.

National Electric Sign Assn.

Feb. 9-11 '53, Dallas, Texas, Attend.—1,200
Maurice R. Ely, 224 S. Michigan Ave., Chicago, Ill.

Assn. Municipal Electrical Utilities of Ontario

Feb. 25-27 '53, Toronto, Attend.—1,500
W. R. Mathieson, 620 University Ave., Toronto 2, Ont., Canada

N. Central Electrical Industries

Mar. 8-11 '53, Minneapolis, Attend.—1,200
A. H. Kessler, 209 Foshay Tower, Minneapolis 2, Minn.

Progress in Electrical Equipment

Apr. 22-24 '53, St. Louis, Mo., Attend.—4,000
Carl H. Christine, 1221 Locust St., St. Louis, Mo.

Engineering

Amer. Society For Testing Materials

Mar. 2-6 '53, Detroit
C. L. Warwick, 1916 Race St., Philadelphia 3, Pa.

Ohio Society of Prof. Engrs.

Mar. 5-7 '53, Columbus, Ohio, Attend.—1,000
L. A. Chacey, 40 W. Gay St., Columbus 15, Ohio

Natl. Assn. of Corrosion Engineers

Mar. 16-20 '53, Chicago, Attend.—1,500
A. B. Campbell, 919 Milam Bldg., Houston 2, Texas

New York State Assn. of Highway Engineers

Mar. 17-19 '53, Buffalo, Attend.—1,000
M. Jackson, 65 Court St., Buffalo, N. Y.

Natl. Assn. of Power Engineers Inc.

Mar. 23-27 '53, Chicago, Attend.—4,200
A. F. Thompson, Suite 1736, 176 W. Adams, Chicago, Ill.

American Society of Lubrication Engineers

Apr. 4-7 '53, Cincinnati, Attend.—700
W. F. Leonard, 343 S. Dearborn St., Chicago 4, Ill.

Fairs

Ohio Fair Managers Assn.

Jan. 16-17 '53, Columbus, Attend.—2,000
Mrs. Don A. Detrock, exec. sec., Holland Theatre Bldg., Bellefontaine, Ohio.

Florida State Fair & Gasparilla Assn.

Feb. 3-14 '53, Tampa, Fla.
J. C. Huskisson, P.O. Box 1231, Tampa, Fla.

California Mid-Winter Fair

Feb. 28-Mar. 8 '53, Imperial, Calif., Attend.—60,000
D. V. Stewart, P. O. Box 308, Imperial, Calif.

Montana Winter Fair

Mar. 21-27 '53, Bozeman, Mont., Attend.—25,000
George T. Sime, Box 128, Bozeman, Mont.

New Orleans Spring Fiesta

Apr. 5-19 '53, New Orleans
Catherine B. Dillon, 546 St. Peter St., New Orleans, La.

Hastings Show of Progress

Apr. 20-24 '53, Hastings, Nebr., Attend.—12,000
Bob Garey, Box 104, Hastings, Nebr.

Fish

Natl. Fisheries Institute

Apr. 13-15 '53, Washington, Attend.—700
C. E. Jackson, 724 9th St., N.W., Washington, D. C.

Flowers & Gardens

Natl. Garden Supply Trade Show

Feb. 3-5 '53, New York
George E. Perry, 1901 St. Paul St., Baltimore 18, Md.

New York Intl. Flower Show

Mar. 8-14 '53, New York, Attend.—100,000
Clifford Lowther, 157 W. 58th St., New York 19, N. Y.

California International Flower Show

Mar. 12-22 '53, Inglewood, Calif., Attend.—200,000
Charles Levitt, 643 S. Olive, Los Angeles 14, Calif.

Massachusetts Horticultural Society—Spring Show

Mar. 15-21 '53, Boston, Mass., Attend.—115,000
Arno H. Nehrling, Dir. Exhibitions, 300 Massachusetts Ave., Boston 15, Mass.

Detroit Flower & Garden Exhibition

Mar. 21-29 '53, Detroit, Attend.—150,000
Werner M. Hoy, Rm. 231, 4484 Cass Ave., Detroit 1, Mich.

California Spring Garden Show

Apr. 30-May 8 '53, Oakland, Calif., Attend.—115,000
Ned S. Rucker, gen. mgr., 920 Fallon St., Oakland 7, Calif.

Food & Food Processing

Northwest Cannery Assn.

Jan. 19-20 '53, Seattle, Attend.—850
C. R. Tulleys, 514 Board of Trade Bldg., Portland, Ore.

Miami Food & Beverage Show

Jan. 21-25 '53, Miami, Attend.—75,000
E. J. Seifrit, pres., 615 Southwest Second Ave., Miami, Fla.

United Fresh Fruit & Vegetable Assn.

Jan. 26-31 '53, Los Angeles, Attend.—4,000
Alan T. Rains, 777 14th St., Washington, D. C.

Western States Meat Packers Assn.

Feb. 11-13 '53, San Francisco, Attend.—2,000
E. F. Forbes, pres. & gen. mgr., 604 Mission St., San Francisco, Calif.

Natl. Cannery Assn.

Feb. 21-26 '53, Chicago, Attend.—16,000
Carlos Campbell, 1133 20th St., N.W., Washington, D. C.

Middlesex Seed Fair & Food Show

Mar. 1-7 '53, London, Ont., Attend.—1,500
W. K. Riddell, sec. treas., Dept. of Agriculture, 208 Richmond Bldg., London, Ont.

Tuskegee Food & Nutrition Institute

Mar. 26-27 '53, Tuskegee Institute, Ala., Attend.—3,000
R. R. Moton, Jr., mgr., Tuskegee Institute, Ala.

United States Wholesale Grocers Assn.

Apr. 19-22 '53, New Orleans
H. O. Smith, Jr., 837 Investment Bldg., Washington 5, D. C.

Frozen Food Expositions of America

Apr. 20-23 '53, New York
Herman L. Erlichman, 20 E. Herman St., Philadelphia 44, Pa.

Forestry, Lumber & Millwood

Ohio Assn. of Retail Lumber Dealers

Jan. 4-8 '53, Cincinnati, Attend.—4,000
F. M. Torrence, Box 152, Zenia, Ohio

Kentucky Retail Lumber Dealers Assn.

Jan. 12-14 '53, Louisville, Attend.—1,000
Don A. Campbell, sec., Lebanon, Ky.

West Virginia Lumber & Bldrs. Supply Dealers Assn.
Jan. 25-27 '53, Charleston, W. Va., Attend.—300
Sam H. Diemer, sec., P. O. Box 1589, Fairmont, W. Va.

Northeastern Retail Lumbermen's Assn.
Jan. 26-29 '53, New York, Attend.—5,000
G. Kenneth Milliken, exec. asst., 339 East Ave., Rochester 4, N. Y.

Southwestern Lumbermen's Assn.
Jan. 28-30 '53, Kansas City, Mo., Attend.—4,000
Allan T. Flint, sec. mgr., 513 R. A. Long Bldg., Kansas City 6, Mo.

Michigan Retail Lumber Dealers Assn.
Feb. 3-5 '53, Grand Rapids, Mich., Attend.—2,000
Hunter M. Gaines, sec., 1009 Bank of Lansing, Lansing 16, Mich.

Middle Atlantic Lumbermen's Assn.
Feb. 3-6 '53, Atlantic City, Attend.—1,000
R. A. Jones, 1528 Walnut St., Philadelphia 2, Pa.

Lumber Dealers Assn. of Western Pa.
Feb. 4-5 '53, Pittsburgh, Attend.—1,000
R. F. McCrea, 209 Plaza Bldg., Pittsburgh, Pa.

Mountain States Lumber Dealers Assn.
Feb. 4-6 '53, Denver, Attend.—1,000
J. V. Smith, sec. mgr., 217 Colorado Natl. Bank Bldg., Denver, Colo.

Illinois Lumber & Material Dealers Assn.
Feb. 10-12 '53, Chicago, Attend.—4,000
John D. McCarthy, sec., 410 S. Fifth St., Springfield, Ill.

Wisconsin Retail Lumbermen's Assn.
Feb. 16-18 '53, Milwaukee, Attend.—3,500
H. P. McDermott, sec., 501 Milwaukee Gas Co. Bldg., Milwaukee 2, Wis.

Indiana Lumber & Builders Supply Assn.
Mar. 3-5 '53, Indianapolis
Carl W. Nagle, 620 K of P Bldg., Indianapolis, Ind.

Carolina Lumber & Building Supply Assn.
Mar. 17-19 '53, Asheville, N. C., Attend.—1,000
E. M. Garner, sec. mgr., 114 Builders Bldg., Charlotte, N. C.

South Dakota Retail Lumbermen's Convention
Mar. 18-20 '53, Sioux Falls, S. D.
R. J. McNerney, 535 E. 6th St., Box 881, Sioux Falls, S. D.

Southern Calif. Retail Lumber Assn.
Apr. 7-9 '53, Los Angeles, Attend.—1,750
Orrie W. Hamilton, exec. VP, 111 W. 7th St., Room 1018, Los Angeles 14, Calif.

Amer. Wood-Preservers' Assn.
Apr. 28-30 '53, Cleveland, Attend.—850
W. A. Penrose, 839 17th St., N.W., Washington 6, D. C.

Gifts & Jewelry

California Gift Show
Jan. 18-23 '53, Los Angeles, Attend.—4,000
Woody C. Klingborg, 1151 S. Broadway, Los Angeles, Calif.

Orlando Antiques Show
Feb. 9-12 '53, Orlando, Fla., Attend.—1,800

Miss A. Wright, 1525 W. Washington St., Orlando, Fla.

Portland Gift, Stationery, Jewelry, Toys, Lamps & Housewares Show
Feb. 15-18 '53, Portland, Ore., Attend.—1,000
Kay Leber, 1355 Market St., Suite 957, San Francisco, Calif.

Allied Gift and Jewelry Show
Feb. 15-19 '53, Dallas, Texas, Attend.—6,000
Allied Exhibitors, Inc., 3832 Wilshire Blvd., Los Angeles, Calif.

Denver Gift & Jewelry Show
Mar. 1-4 '53, Denver, Colo., Attend.—3,000
Allied Exhibitors, Inc., 3832 Wilshire Blvd., Los Angeles, Calif.

Detroit Gift Show
Mar. 1-5 '53, Detroit, Attend.—2,000
Walter E. Offinger, mgr., 15-117 Merchandise Mart, Chicago, Ill.

Montreal Gift Show
Mar. 9-12 '53, Montreal, Attend.—2,000
H. W. Young, 9 Duke St., Toronto, Ont.

National Antiques Show
Mar. 9-15 '53, New York, Attend.—100,000
Morton Yarmon, 97 Duane St., New York 17, N. Y.

Philadelphia Gift Show
Mar. 21-28 '53, Philadelphia, Attend.—2,500
George F. Little, mgr., 220 Fifth Ave., New York 1, N. Y.

Copley Antique Show
Apr. 6-9 '53, Boston
Mrs. Dorothy Hazen, mgr., 660 Madison Ave., New York 21, N. Y.

New York Antiques Fair
Apr. 13-18 '53, New York
C. J. Nuttall, pres., 660 Madison Ave., New York 21, N. Y.

Glass & Pottery

Associated Glass & Pottery Mfrs.
Jan. 8-16 '53, Pittsburgh, Pa., Attend.—2,000
J. M. Hammer, Box 227, Knox, Pa.

Hardware

Eastern Canada Hardware Show
Jan. 19-22 '53, Montreal, Attend.—40,000
Emile St. Pierre, P. O. Box 27, Station T, Montreal, Que.

Penna. & Atlantic Seaboard Hardware Assn.
Jan. 20-22 '53, Phila., Attend.—2,000
W. Glenn Pearce, mgr. dir., 1616 Walnut St., Rm. 710, Phila. 3, Pa.

Indiana Retail Hardware Assn.
Jan. 27-29 '53, Indianapolis, Attend.—3,000
G. F. Sheely, mgr. dir., 333 N. Penn St., Indianapolis 4, Ind.

Ontario Retail Hardware Assn.
Feb. 2-4 '53, Toronto, Attend.—8,000
Robert U. Lamb, exhibit mgr., 1835 Yonge St., Toronto, Ont.

Oklahoma Hardware & Implement Assn.
Feb. 3-5 '53, Oklahoma City
R. K. Thomas, sec. mgr., 515 Midwest Bldg., Oklahoma City, Okla.

Ohio Hardware Assn.
Feb. 3-5 '53, Cleveland, Attend.—7,500
John B. Conklin, sec.-treas., 198 S. High St., Columbus 15, Ohio

Wisconsin Retail Hardware Assn.
Feb. 3-5 '53, Milwaukee, Attend.—3,300

H. A. Lewis, sec. treas., 200 Strongs Ave., Stevens Point, Wis.

Iowa Retail Hardware Assn.
Feb. 10-13 '53, Des Moines, Attend.—6,000
Philip R. Jacobson, sec. treas., Box 238, Mason City, Iowa

Pacific Southwest Hardware Assn.
Feb. 17-19 '53, Long Beach, Calif., Attend.—5,000
A. C. Kammer, 416 W. 8th St., Los Angeles 14, Calif.

Michigan Retail Hardware Assn.
Feb. 18-19 '53, Detroit, Attend.—5,000
H. W. Schumacher, 1916 Olds Tower Bldg., Lansing 8, Mich.

New England Hardware Dealers Assn.
Feb. 23-25 '53, Boston, Attend.—8,000
Russell R. Mueller, exec. sec., 185 Dartmouth St., Boston 16, Mass.

Missouri Retail Hardware Assn.
Mar. 3-5 '53, St. Louis, Mo., Attend.—4,500
H. F. Scherer, 1189 Arcade Bldg., St. Louis, Mo.

Health, Recreation & Welfare

Wisconsin Council of Safety
Jan. 29-30 '53, Milwaukee, Wis., Attend.—1,000
R. W. Gillette, State Office Bldg., Madison, Wis.

Assn. of Private Camps
Feb. 11-14 '53, New York, Attend.—2,600
E. A. Michaelson, 55 W. 42nd St., New York, N. Y.

Natl. Sanitary Supply Assn.
Feb. 22-27 '53, Chicago, Attend.—3,500
L. J. Kelly, 139 N. Clark St., Chicago 2, Ill.

Philadelphia Regional Safety Conference
Mar. 3-4 '53, Phila., Attend.—3,000
W. W. Matthews, 17th & Sansom Sts., Phila. 3, Pa.

Greater New York Safety Council
Mar. 25-28 '53, New York, Attend.—10,000
Paul F. Stricker, exec. VP, 60 E. 42nd St., New York, N. Y.

Massachusetts Safety Council
Mar. 30-31 '53, Boston, Attend.—3,000
Edgar F. Copell, pres., 31 State St., Boston 9, Mass.

Texas Safety Assn.
Mar. 30-31 '53, Houston, Attend.—1,000
J. O. Musick, 830 Littlefield Bldg., Austin, Tex.

All-Ohio Safety Congress & Exhibit
Apr. 14-16 '53, Columbus, Attend.—3,000
R. T. Spencer, State Office Bldg., Rm. 611, Columbus, Ohio

Industrial Accident Prevention Assn.
Apr. 20-21 '53, Toronto, Attend.—3,380
R. G. D. Anderson, gen. mgr., 600 Bay St., Toronto, Ont.

Western Pa. Safety Council
Apr. 28-30 '53, Pittsburgh, Attend.—2,500
H. H. Brainerd, 605 Park Bldg., Pittsburgh 22, Pa.

Heating, Plumbing & Refrigeration

Natl. Sanitary Supply Assn.
Mar. 22-25 '53, Chicago, Attend.—4,000
L. J. Kelly, exec. VP, 139 N. Clark St., Chicago, Ill.

Hobbies & Toys

Mar. 7 '53, New York, Attend.—10,000
H. D. Clark, sec., 200 5th Ave., New York 10, N. Y.

Home Shows

Natl. Assn. of Home Builders
Jan. 18-22 '53, Chicago, Attend.—17,000
Paul S. Van Auker, 111 W. Jackson Blvd., Chicago, Ill.

Toledo Blade Home & Travel Show
Feb. 7-15 '53, Toledo, Ohio, Attend.—75,000
Milt H. Tarloff, dir., 505 Spitzer Bldg., Toledo 4, Ohio

Home Builder's Assn. of Greater St. Louis
Feb. 21-Mar. 1 '53, St. Louis, Attend.—100,000
H. J. Loosley, pres., 1624 Delmar Blvd., St. Louis 3, Mo.

Greater Cleveland Home & Flower Show
Feb. 28-Mar. 8 '53, Cleveland, Attend.—200,000
Ralph P. Stoddard, mgr., dir., 520 Leader Bldg., Cleveland 14, Ohio

Milwaukee Home Show
Mar. 7-14 '53, Milwaukee, Attend.—90,000
John J. Roache, exec. dir., 606 W. Wisconsin Ave., Milwaukee, Wis.

California International Home Show
March 7-15 '53, Oakland, Calif.
J. I. Hennessey, 277 W. MacArthur Blvd., Oakland, Calif.

Central Pennsylvania Builders Show
Mar. 7-15 '53, Harrisburg, Pa., Attend.—300,000
J. L. Barren, sec., 2501 N. Front St., Harrisburg, Pa.

Miami Home Show
Mar. 22-29 '53, Miami, Attend.—120,000
C. H. Brooks, mgr., 8426 N.W. 2nd Ave., Miami, Fla.

Oklahoma Greater Home Show
Mar. 22-29 '53, Oklahoma City, Attend.—25,000
Gus Fields, 329 Biltmore Hotel, Oklahoma City, Okla.

Central New York Builders Show
Apr. 10-15 '53, Syracuse, N. Y., Attend.—65,000
C. J. Pollatsek, Syracuse Builders Exch., 206 Butternut St., Syracuse, N. Y.

Tulsa Home Builders Assn.
Apr. 15-19 '53, Tulsa, Okla., Attend.—70,000
Charles N. McKinney, 1035 Hunt Bldg., Tulsa, Okla.

Home Builders Show of Greater Cincinnati
Apr. 18-26 '53, Cincinnati, Attend.—50,000
Earle W. DeLaittre, 907 Union Trust Bldg., Cincinnati, Ohio

New England Home Show & Modern Living Exposition
Apr. 18-26 '53, Boston
Fred Pittner, 248 Boylston St., Boston 16, Mass.

Columbus Home Show
Apr. 19-24 '53, Columbus, Ohio
J. A. Keight, 1175 Dublin Rd., Columbus 12, Ohio

Charlotte Observer Home Show
Apr. 22-25 '53, Charlotte, N. C., Attend.—25,000
F. Earl Crawford, dir., The Charlotte Observer, Charlotte, N. C.

Hotels & Restaurants

Hotel Assn. of Ontario
Jan. 12-14 '53, Toronto, Attend.—1,000
J. R. Corbett, 45 King St. E., Toronto, Ont.

Hotel & Restaurant Suppliers Assn.
Jan. 13-15 '53, Montreal, Attend.—5,000
W. T. Farrell, sec., 1638 Sherbrooke St. W., Montreal 26, Que.

Wis. Restaurant Assn. Food & Equip. Expo.
Feb. 24-26 '53, Milwaukee, Attend.—6,000
E. A. Conforti, 161 W. Wisconsin St., Milwaukee 4, Wis.

Midwest Hotel Show
Mar. 9-11 '53, Chicago, Attend.—2,500
Lewis B. Ermeling, 105 W. Madison St., Chicago 2, Ill.

Canadian Restaurant Assn.
Mar. 23-25 '53, Toronto, Attend.—5,000
Mrs. F. G. Montgomery, mgr. dir., 415 Blood St. W., Toronto, Ont.

Mid-American Restaurant Exposition
Apr. 7-9 '53, Cleveland, Attend.—4,000
R. R. Williams, 600 Beggs Bldg., Columbus 15, Ohio

New Jersey Restaurant Assn.
Apr. 13-15 '53, Asbury Park, N. J.
Amelia Steinmetz, 200 Market St., Newark 2, N. J.

Oklahoma Restaurant Assn.
Apr. 28-30 '53, Oklahoma City, Attend.—1,000
Robroy Price, 2207 N. Broadway, Oklahoma City, Okla.

Texas Hotel Assn.
Apr. 26-28 '53, San Antonio, Attend.—600
Scott Hardy, Stoneleigh Hotel, Dallas, Texas

House Furnishings

American Furniture Mart
Jan. 5-16 '53, Chicago, Attend.—50,000
Frank S. Whiting, VP, 666 Lake Shore Drive, Chicago, Ill.

Grand Rapids Furniture Exposition
Jan. 5-16 '53, Grand Rapids, Mich., Attend.—3,000
C. F. Campbell, 427 E. Fulton St., Grand Rapids 3, Mich.

New York Lamp Show
Jan. 11-16 '53, New York, Attend.—5,000
Geo. F. Little, 220 5th Ave., New York 1, N. Y.

Natl. Housewares & Home Appliance Exhibit
Jan. 15-22 '53, Chicago, Attend.—15,000
A. W. Buddenberg, 1140 Merchandise Mart, Chicago 54, Ill.

New York Curtain & Drapery Show
Jan. 18-23 '53, New York, Attend.—2,500
H. M. Waters, Natl. Exhibitors, RHD #1, Lansdale, Pa.

Armory Furniture Show
Jan. 19-23 '53, New York, Attend.—10,000
W. S. Orkin, 80 W. 40th St., New York 18, N. Y.

New York Furniture Exchange Exposition
Jan. 19-24 '53, New York, Attend.—15,000

J. J. Meiniker, 206 Lexington Ave., New York 15, N. Y.

Los Angeles Lamp & Picture Show
Jan. 25-29 '53, Los Angeles
Woody C. Klingborg, gen. mgr., Los Angeles Trade Fair, Inc., 1151 S. Broadway, Los Angeles, Calif.

Venetian Blind Assn. of America
Jan. 26-30 '53, New Orleans, Attend.—1,200
Minita Westcott, mgr. dir., 2217 Tribune Tower, Chicago 11, Ill.

Los Angeles Furniture Market
Jan. 26-30 '53, Los Angeles
A. V. MacDonald, mng. dir., 2155 E. 7th St., Los Angeles, Calif.

Western Merchandise Mart
Feb. 2-6 '53, San Francisco
Frank K. Runyan, pres., 1355 Market St., San Francisco 3, Calif.

Insurance

Farmers Automobile Insurance Group
Apr. 6-10 '53, Los Angeles, Attend.—1,000
Bernice Platt, 4680 Wilshire, Los Angeles 54, Calif.

Labor

Union Industries Show
Apr. 18-25 '53, Minneapolis, Attend.—10,000
Raymond F. Lohene, Dir., A.F. of L. Bldg., Washington 1, D. C.

Leather & Leather Products

National Shoe Mfrs. Assn. Factory Management Conf.
Apr. 26-28 '53, Cincinnati, Attend.—600
H. R. Quinby, 940 Chrysler Bldg., New York 17, N. Y.

Lumber & Millwork

Wisconsin Retail Lumbermen's Assn.
Feb. 16-18 '53, Milwaukee, Attend.—3,500
H. P. McDermott, sec., 501 Milwaukee Gas Co. Bldg., Milwaukee, Wis.

Machinery

Canning Machinery & Supplies Assn.
Feb. 21 '53, Chicago, Attend.—16,000
S. G. Gorsline, 827 Bedford Rd., Battle Creek, Mich.

Amer. Supply & Machinery Mfrs. Assn.
Apr. 12-16 '53, Miami, Attend.—3,000
R. K. Hanson, gen. mgr., 1346 Connecticut Ave., Washington 6, D. C.

National Industrial Distributors
Apr. 13-15 '53, Miami, Fla., Attend.—3,000
H. R. Rhinehard, exec. sec., 505 Arch St., Phila., Pa.

Natl. Supply & Machinery Distributors Assn.
Apr. 13-15 '53, Miami, Fla., Attend.—3,000
R. K. Hanson, 814 Clark Bldg., Pittsburgh 22, Pa.

Marketing & Merchandising

Western Merchandise Mart
Feb. 2-6 '53, San Francisco
Frank K. Runyan, pres., 1355 Market St., San Francisco 3, Calif.

National Notion & Novelty Exhibit
Feb. 9-13 '53, New York, Attend.—3,500
Geo. English, mgr. & dir., Hotel Statler, New York 1, N. Y.

Five Cents to \$5.00 Variety Store Merchandise Clinic

Feb. 20-27 '53, New York, Attend.—500
Robert F. Bennett, exec. asst., 192 Lexington Ave., New York 16, N. Y.

New York Variety Merchandise Fair

Mar. 8-13 '53, New York, Attend.—5,000
A. Tarshis, 12 W. 72nd St., New York, N. Y.

Medical

Amer. Academy of Orthopaedic Surgeons

Jan. 24-29 '53, Chicago, Attend.—2,500
H. B. Boyd, 869 Madison Ave., Memphis 3, Tenn.

Intl. Post Grad Medical Assembly of S.W. Texas

Jan. 27-29 '53, San Antonio, Tex., Attend.—2,000
James Anderson, Moore Bldg., San Antonio, Texas

Amer. Academy of Allergy

Feb. 2-4 '53, Boston, Attend.—750
A. H. Luthmers, asst. sec., 208 E. Wisconsin Ave., Milwaukee, Wis.

Mid-South Post Graduate Medical Assembly

Feb. 10-13 '53, Memphis, Tenn., Attend.—1,450
Gilbert J. Levy, director exhibit, 188 S. Bellevue St., Memphis, Tenn.

Amer. Coll. of Osteopaths, Obstetricians & Gynecologists

Feb. 12-14 '53, Detroit, Attend.—150
Dr. A. J. Still, chairman exhibit, 428 W. 4th St., Flint 4, Mich.

Podiatry Society of State of New York

Feb. 13-15 '53, New York, Attend.—800
Dr. I. H. Hanover, 257 Livingston St., Brooklyn 17, N. Y.

Atlanta Graduate Medical Assembly

Feb. 23-25 '53, Atlanta, Ga., Attend.—2,000
Mrs. S. R. Roberts, 768 Juniper St., N.E., Atlanta, Ga.

Amer. Orthopsychiatric Assn.

Feb. 23-25 '53, Cleveland, Attend.—1,200
Eliz. Charleton, 303 Lexington Ave., New York 16, N. Y.

New Orleans Graduate Medical Assembly

Mar. 2-5 '53, New Orleans, Attend.—2,000
Mrs. I. B. Sherwood, 1430 Tulane Ave., New Orleans 12, La.

Chicago Medical Society

Mar. 3-6 '53, Chicago, Attend.—5,000
George C. Braun, director exhibits, 86 E. Randolph St., Chicago 2, Ill.

College Medical Evangelists Post Grad. Assembly

Mar. 8-13 '53, Los Angeles, Attend.—1,600
Evelyn R. Strachan, mgr. dir., 312 N. Boyle Ave., Los Angeles 33, Calif.

Southeastern Surgical Congress

Mar. 9-12 '53, Louisville, Attend.—1,000
Dr. B. T. Beasley, sec. mgr., 701 Hurt Bldg., Atlanta, Ga.

Dist. of Columbia—Post Graduate Clinic

Mar. 15-18 '53, Washington, Attend.—3,500
Edw. H. Steinberg, 1835 Eye St. N.W., Washington 6, D. C.

Dallas Southern Clinical Society

Mar. 16-19 '53, Dallas, Attend.—1,000
Miss Betty Elmer, 433 Medical Arts Bldg., Dallas, Texas

Mid-West Chiropody Conference

Mar. 21-24 '53, Chicago, Attend.—600
Dr. Jack Stern, 7060 Paxton Ave., Chicago, Ill.

Amer. Academy of General Practice

Mar. 23-26 '53, St. Louis, Attend.—6,000
Mac F. Cahal, 406 W. 34th St., Kansas City, Mo.

New England Hospital Assembly

Mar. 26-28 '53, Boston, Attend.—5,500
Albert O. Davidsen, sec., Sturdy Memorial Hospital, Attleboro, Mass.

Amer. Assn. of Thoracic Surgery

Mar. 27-30 '53, San Francisco, Attend.—500
Dr. Paul C. Samson, 2938 McClure St., Oakland, Calif.

Eastern Osteopathic Assn.

Mar. 28-29 '53, New York, Attend.—650
Dr. F. B. Tompkins, Baltimore Life Bldg., Baltimore, Md.

American Assn. of Railway Surgeons

Apr. 1-3 '53, Chicago, Attend.—500
Stephen G. Halos, conv. mgr., 605 N. Michigan Ave., Chicago 11, Ill.

Ohio Hospital Association

Apr. 5-8 '53, Cincinnati, Attend.—800
Harry C. Eader, exec. sec., 55 E. State St., Rm. 414, Columbus 15, Ohio

American Physiological Society

Apr. 5-10 '53, Chicago, Attend.—400
Dr. M. O. Lee, 2101 Constitution Ave., Washington 25, D. C.

American Assn. of Railway Surgeons

Apr. 7-9 '53, Chicago, Attend.—500
Stephen G. Halos, conv. mgr., 605 N. Michigan Ave., Chicago 11, Ill.

Southeastern Hospital Conference

Apr. 8-10 '53, New Orleans, Attend.—1,000
R. G. Ramsey, Gartley Ramsay Hospital, Memphis, Tenn.

Texas Chiropractic Society Inc.

Apr. 9-11 '53, Houston, Attend.—500
Dr. J. R. Baier, 6731 Harrisburg Blvd., Houston, Texas

Amer. Academy of Neurology

Apr. 12-19 '53, Edgewater Park, Miss., Attend.—400
Dr. H. D. Babing, 2314 Auburn Ave., Cincinnati, Ohio

Tennessee Medical Assn.

Apr. 13-15 '53, Memphis
E. L. Bridge, 510 Doctors Bldg., Nashville 3, Tenn.

Amer. College of Physicians

Apr. 13-17 '53, Atlantic City, Attend.—5,000
E. R. Loveland, exec. sec., 4200 Pine St., Phila. 4, Pa.

Mid-West Hospital Assn.

Apr. 15-17 '53, Kansas City, Mo., Attend.—900
Mrs. Anne Walker, exec. sec., 1021 McGee St., Room 410, Kansas City 6, Mo.

Medical Assn. of the State of Alabama

Apr. 16-18 '53, Birmingham, Ala., Attend.—500
Dr. Douglas Cannon, Montgomery, Ala.

Iowa Optometric Assn.

Apr. 19-21 '53, Des Moines, Attend.—300
John Paul Jones, 536 Des Moines Bldg., Des Moines 9, Iowa

Industrial Medical Assn.

Apr. 19-25 '53, Los Angeles, Attend.—2,000

E. C. Holmblad, 28 E. Jackson Bldg., Chicago, Ill.

Ohio State Medical Assn.

Apr. 21-23 '53, Cincinnati, Attend.—2,500
Charles S. Nelson, exec. sec., 79 E. State Street, Columbus 15, Ohio

Natl. Assn. of Chiropodists—Reg. #3

Apr. 23-26 '53, Atlantic City, Attend.—1,200
Dr. J. C. Morris, 108 W. Merchant St., Audubon, N. J.

American College of Allergists

Apr. 24-29 '53, Chicago, Attend.—850
Dr. Fred W. Wittich, sec.-treas., 401 LaSalle Bldg., Minneapolis 2, Minn.

Texas Medical Assn. & Womens Auxiliary

Apr. 25-29 '53, Houston, Attend.—2,000
N. C. Forrester, 700 Guadalupe St., Austin, Texas

Amer. Academy of Allergy

Feb. 26-28 '53, Boston, Mass., Attend.—750
A. H. Luthmers, asst. secy., 208 E. Wisconsin Ave., Milwaukee, Wis.

Iowa Medical Society

Apr. 26-29 '53, Des Moines, Iowa, Attend.—1,200
Mary L. McCord, 505 Bankers Trust Bldg., Des Moines 9, Ia.

Arizona Medical Assn.

Apr. 26-30 '53, Tucson, Ariz.
Robert Carpenter, exec. sec., 642 Security Bldg., Phoenix, Ariz.

Conn. Medical Society

Apr. 27-29 '53, Hamden, Conn., Attend.—1,000
Creighton Barker, 160 St. Ronan St., New Haven 11, Conn.

Association of Western Hospitals

Apr. 27-30 '53, Salt Lake City, Utah, Attend.—1,000
Melvin C. Schefflin, exec. sec., 26 O'Farrell St., San Francisco, Calif.

Amer. Laryngological Rhinological & Otological Soc.

Apr. 28-30 '53, New Orleans, La., Attend.—300
Stewart Nash, secy., 708 Medical Arts Bldg., Rochester, N. Y.

Philadelphia County Medical Society

Apr. 28-May 1 '53, Phila., Attend.—3,225
William F. Irwin, exec. sec., 301 S. 21st St., Phila. 3, Pa.

Registered Nurses Assn. of Ontario

Apr. 29-May 1 '53, Toronto, Attend.—1,250
Miss Florence H. Walker, sec., 515 Jarvis St., Toronto 5, Ont.

Metal & Metal Products

Institute of Scrap Iron & Steel

Jan. 11-13 '53, New York, Attend.—1,900
Edw. C. Barringer, 1729 H St. N.W., Washington 6, D. C.

Western Metal Exposition & Congress

Apr. 13-17 '53, Los Angeles
William Eisenman, director, 7301 Euclid Ave., Cleveland 3, Ohio

Minerals & Mining

American Society of Lubrication Engineers

Apr. 13-15 '53, Boston, Attend.—1,500

W. P. Youngclaus, Jr., 343 S. Dearborn St., Chicago 4, Ill.

Music

Texas Music Educators Assn.

Jan. 13-15 '53, Galveston, Attend.—3,000
D. Q. Wiley, Tech Box 4410, Lubbock, Texas

Music Teachers Natl. Assn.

Feb. 19-22 '53, Cincinnati, Attend.—1,800
Roy Underwood, Michigan State College, E. Lansing, Mich.

Music Educators Natl. Conf.—Eastern Div.

Feb. 27-Mar. 3 '53, Buffalo, N. Y., Attend.—1,000
C. V. Buttleman, 64 E. Jackson Blvd., Chicago 4, Ill.

Music Educators Natl. Conf.—S. W. Div.

Mar. 6-10 '53, Springfield, Mo., Attend.—1,000
C. V. Buttleman, exec. sec., 64 E. Jackson Blvd., Chicago 4, Ill.

Music Educators Natl. Conf.—N. W. Div.

Mar. 18-21 '53, Bellingham, Wash., Attend.—1,500
C. V. Buttleman, 64 E. Jackson Blvd., Chicago 4, Ill.

Music Educators Natl. Conf.—

Calif. Western Div.

Mar. 29-Apr. 1 '53, Tucson, Attend.—1,500
C. V. Buttleman, exec. sec., 64 E. Jackson Blvd., Chicago 4, Ill.

Music Educators Natl. Conference—North

Central Division

Apr. 17-21 '53, Milwaukee, Wis.
C. V. Buttleman, exec. sec., 64 E. Jackson Blvd., Chicago 4, Ill.

Office Management & Equipment

Wholesale Stationers Assn. of the U. S.

Mar. 2-6 '53, New York, Attend.—400
H. C. Whittemore, 250 5th Ave., New York 1, N. Y.

Natl. Office Furniture Assn.

Apr. 26-30 '53, Cleveland, Attend.—2,000
J. R. Gray, 175 Fifth Ave., New York 10, N. Y.

Paper

Canadian Pulp & Paper Woodlands Section

Mar. 25-27 '53, Montreal, Attend.—600
W. A. E. Pepler, Sun Life Bldg., Montreal, Que.

Pharmaceutical

Druggists' Supply Corp.

Feb. 28-Mar. 6 '53, New York, Attend.—800
George F. Gardner, exec. V.P., 25 E. 26th St., New York 10, N. Y.

S. E. Hospital Pharmacists Assn.

Apr. 8-10 '53, New Orleans, Attend.—1,000
Miss Johnnie Crotwell, Baptist Hospital, Atlanta, Ga.

Oklahoma Pharmaceutical Assn.

Apr. 21-23 '53, Tulsa, Okla.
E. R. Weaver, Jr., Jones Pitts Bldg., Stillwater, Okla.

Photography

Photographic Manufacturers & Distributors

Feb. 12-16 '53, New York, Attend.—50,000
Wilfred L. Knighton, 303 Lexington Ave., New York 16, N. Y.

Natl. Photographic Show

Feb. 20-22 '53, New York
W. L. Knighton, mgr., 303 Lexington Ave., New York 16, N. Y.

Plastics

Society of Plastic Engineers

Jan. 21-23 '53, Boston, Attend.—1,000
Boss Day, exec. sec., 409 Security Bank Bldg., Athens, Ohio

Radio & Television

Institute of Radio Engineers

Mar. 23-26 '53, New York, Attend.—30,000
W. C. Copp, exh. mgr., 303 W. 42nd St., New York, N. Y.

New England Radio Engineering

Apr. 24-25 '53, Boston, Attend.—1,000
A. J. Pate, Harvard Univ., Nuclear Lab., Cambridge, Mass.

Natl. Assn. of Radio & TV Broadcasters

Apr. 26-30 '53, Los Angeles, Attend.—2,500
C. E. Arney, Jr., 1771 N. Street, N.W., Washington 6, D. C.

Science

Fed. of American Societies for Experimental Biology

Apr. 6-10 '53, Chicago, Attend.—5,000
Dr. M. O. Lee, sec., 2101 Constitution Ave., Washington 25, D. C.

Sporting Goods & Sports

Natl. Assn. of Engine & Boat Mfrs. Conv.

Jan. 9-17 '53, New York, Attend.—200,000
J. E. Choate, exec. sec., 420 Lexington Ave., New York 17, N. Y.

National Sporting Goods Assn.

Jan. 25-28 '53, New York, Attend.—6,000
G. M. Shutt, 1 N. LaSalle St., Chicago 2, Ill.

Chicago Natl. Boat Show

Feb. 6-15 '53, Chicago, Attend.—72,000
Guy Hughes, 307 N. Michigan Ave., Chicago, Ill.

Golf Course Superintendents Assn. of America

Feb. 8-13 '53, Atlantic City, Attend.—700
Agar M. Brown, Box 106, St. Charles, Ill.

Central New York Sports Exposition & Boat Show

Feb. 16-21 '53, Syracuse, Attend.—80,000
Norm Bassett, Highbridge Rd., P. O. Box 83, Fayetteville, N. Y.

Natl. Sportsmen's Show

Feb. 21-Mar. 1 '53, New York
Albert C. Rau, VP, 929 Park Sq. Bldg., Boston 16, Mass.

San Francisco Sports, Travel & Boat Show

Feb. 29-Mar. 9 '53, San Francisco, Attend.—157,000
Thomas Rooney, 369 Pine St., San Francisco, Calif.

Philadelphia Motor Boat & Sportmen's Show

Mar. 6-14 '53, Philadelphia
Clinton W. Smullen, sec., 511 Harrison Bldg., Philadelphia 2, Pa.

San Francisco Sports Travel & Boat Show

Mar. 6-15 '53, San Francisco, Attend.—157,000
Thomas Rooney, 369 Pine St., San Francisco, Calif.

Detroit Congress Sportsmen's & Detroit News Travel Show

Mar. 7-15 '53, Detroit
Campbell Fairbanks, Inc., Park Square Bldg., Boston 16, Mass.

Toledo Sports Home Food & Auto Show

Mar. 7-15 '53, Toledo
Paul Spor, 650 Spitzer Bldg., Toledo, Ohio

Southeast Sports & Vacation Show

Mar. 13-22 '53, Atlanta, Attend.—75,000
Martin P. Kelly, mgr. dir., First National Bank Bldg., St. Paul, Minn.

Fla. Sportsmen's Exposition

Mar. 16-21 '53, Eustis, Fla., Attend.—40,000
Karl Lehmann, Court Hse, Tavares, Fla.

Milwaukee Sentinel Sports & Vacation Show

Mar. 21-29 '53, Milwaukee, Attend.—160,000
Charles D. Collins, Milwaukee Sentinel, Milwaukee, Wis.

New York State Sportsmen's & Boat Show

Mar. 25-29 '53, Troy, N. Y.
Campbell Fairbanks Inc., Park Square Bldg., Boston, Mass.

Iowa Sports and Vacation Show

Apr. 4-12 '53, Des Moines, Iowa, Attend.—75,000
M. P. Kelly, 1st Natl. Bank Bldg., St. Paul 1, Minn.

Los Angeles Sportsmen's & Vacation Show

Apr. 9-19 '53, Los Angeles, Attend.—250,000
H. Warner Buck, 142 S. Fairfax St., Los Angeles, Calif.

Southwest Sports & Vacation Show

Apr. 15-17 '53, Dallas
Martin P. Kelly, mgr. dir., First National Bank Bldg., St. Paul, Minn.

Tobacco

National Association of Tobacco

Distributors

Mar. 15-20 '53, Atlantic City, Attend.—4,000
Joseph Kolodny, 200 5th Ave., New York, N. Y.

Transportation & Travel

National Transport Vehicle Show

Feb. 25-28 '53, New York
H. Franklin Turner, 5 Columbus Circle, New York, N. Y.

Utilities

National Joint Conf. of Electric & Gas Utility Accountants

Apr. 20-22 '53, Chicago, Attend.—1,000
H. C. Hasbrouck, acctg. dir., 420 Lexington Ave., Rm. 2632, New York 17, N. Y.

Veterinary

Indiana Veterinary Medical Assn.

Jan. 14-16 '53, Indianapolis
Dr. W. W. Garverick, Zionsville, Ind.

Minn. Veterinary Medical Society

Jan. 26-28 '53, Minneapolis, Attend.—500
Dr. B. S. Pomeroy, Univ. of Minn., St. Paul, Minn.

Veterinary Medical Assn. of New Jersey

Feb. 5-6 '53, Newark, Attend.—200
Dr. J. R. Porteus, sec., P. O. Box 938, Trenton 5, N. J.

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AMERICAN SOCIETY FOR METALS
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OCTOBER
19-23

1953

JANUARY 1952

Girl Scouts of America
Kahn's Meat Packers
Cincinnati Symphony Orchestra
Oscar Levant, Marian Anderson
Boxing and Wrestling
Topper Club—Ted Weems

FEBRUARY 1952

Artur Rubinstein
Christian Dior Fashion Show
Sinai Temple Party
Topper Club—Buddy Morrow
Zino Francescatti

MAY 1952

May Music Festival
Sports and Custom Car Show
Tony Pastor Orchestra
Anheuser-Busch, Inc.
Eddie Cantor for Red Cross

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Electric Auto-Lite Company
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University of Cincinnati
Xavier University
Boxing and Wrestling
Topper Club—Woody Herman

JUNE 1952

Crosley Div., Avco Corp.
Graduation Exercises
College Proms

SEPTEMBER 1952

Dwight D. Eisenhower
Senators Robert Taft, John Bricker
Baldwin Piano Company
Boxing and Wrestling

NOVEMBER 1952

Bali Dancers
Topper Club—Ralph Marterie
General Electric Co.
Cerebral Palsy Telethon
Cincinnati Symphony Orchestra
Irmgard Seefried

APRIL 1952

Sen. Everett Dirksen
Hamilton County Republican Club
Cincinnati Symphony Orchestra
Clifford Curzon
Boxing and Wrestling

JULY 1952

Chrysler Corp. Show
"New Worlds in Engineering"
Count Basie Orchestra

OCTOBER 1952

United Mine Workers
Busch-Lawrence Material Handling Show
Annual Antique Show
Harry S. Truman
Eileen Farrell and Set Svanholm

DECEMBER 1952

International Bird Show
Electric Auto-Lite Company
U. S. Parcel Post Service
Gruen Watch Company
Alexander Brailowsky,
Joseph Szigeti



CINCINNATI MUSIC HALL